**ADIDAS LAUNCHES KNITTED BRA TO DELIVER COMFORT AND SUPPORT FOR THE BODY IN MOTION**

* *Designed from the inside out and engineered for a perfect fit, the Don’t Rest Primeknit LUX Bra mirrors the female body in motion*
* *adidas Primeknit knitting technology enables fine-tuned flexibility, comfort and support, in targeted areas*
* *Co-created with adidas global network of female athletes, LA dancer Mette Towley demonstrates the bra in motion in the campaign film*

PORTLAND, Ore. (April 08, 2019) – adidas unveils the Don’t Rest Primeknit LUX bra, a premium first of its kind sports bra, created with Primeknit, adidas’ revolutionary knitting technology. Engineered for the perfect fit, the bra offers the ultimate freedom of movement for female athletes to train with zero distraction.

The Don’t Rest Primeknit LUX bra was co-created with adidas global network of female athletes who revealed the need for a high-performance sports bra that delivers both support and comfort. After years of research studying the female body in motion, adidas Advanced Concepts team was able to able to fine-tune the exact amount of flexibility and support required, using this unique Primeknit knitting technology.

The bra has been created with a superior soft and absorbent nylon yarn that provides unparalleled comfort and cooling, while the intuitive design and engineered unpadded compression delivers stretch, strain and bounce management for a locked-in feel that doesn’t restrict.

Clair Wallace, Design Director of Advanced Concepts and Global Brands at adidas said: *“Women are no longer willing to sacrifice comfort and support during performance, and they shouldn’t have to. What makes the Don’t Rest Primeknit LUX bra unique is that we built the infrastructure of the bra from the inside out, based on insights from our female athletes around needing support and comfort in equal measure. The knit construction of Primeknit allows the bra to mirror every movement, enabling female athletes to train without any distractions.”*

The Don’t Rest Primeknit LUX bra will launch alongside the Believe This Primeknit LUX Tight. The complementary tight has been developed with same Primeknit technology and fabric construction that moves with the body, delivering support and comfort in targeted areas.

LA-based dancer Mette Towley features in the Primeknit campaign film. As one of the most dynamic and original hip hop dancers in the world and a creator of motion, Mette is an inspiration to the creators of Primeknit and represents the versatile needs the bra was created for.

To access exclusive content from Mette, visit [www.adidas.com/training\_primeknit\_mette\_towley](http://www.adidas.com/training_primeknit_mette_towley).

The Primeknit LUX Don’t Rest Bra and Believe This Primeknit LUX Tight are available to purchase in-store and online at [www.adidas.com/primeknit](http://www.adidas.com/primeknit) from 8 April 2019.

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