**adidas TERREX x White Mountaineering**

**Spring/Summer 2019 Collection**

**- This season, the outdoors-focused engineering of adidas TERREX and outdoors-inspired aesthetics of White Mountaineering come together for the second time**

**- For SS19, the partnership has yielded a range of apparel as well as new interpretation of the adidas TERREX Agravic Boa and TERREX Speed LD**

**- The collection is inspired by both the rich sportswear heritage of the three-stripes and a desire to create travel-smart, weather-ready garments and footwear**

Founded in Tokyo in 2006, White Mountaineering is the brand of Japanese designer Yosuke Aizawa. Taking the great outdoors as inspiration, Aizawa and his team use functional, high-performance textiles and design details as a springboard for fashion-forward collections that blur the boundaries between urban and outdoors wear.

These qualities make the brand a natural fit for adidas TERREX, which exists to inspire those who shape their own path in the outdoors. Whether in climbing, trail running, mountain-biking or multi-mountain sports, TERREX strives to create innovative new design solutions, made possible by both adidas’ own pioneering technologies and the finest materials from a host of industry-leading partners.

Now entering their second season of collaboration, White Mountaineering and adidas TERREX have created a collection of apparel and footwear that is inspired by both the rich sportswear heritage of the three-stripes and a desire to create travel-smart, weather-ready garments and footwear. The collection utilises the trademark White Mountaineering color palette of blacks and rich, deep blues – here the blues are presented in a pattern meant to evoke the rippling waters that one so often come across when navigating the great outdoors. The apparel is built around seasonally-appropriate outerwear (in the form of a reworked windbreaker and Terrex fleece jacket) and shorts (which includes an eye-catching pair of TERREX 2-in-1 shorts). The apparel offering is rounded out with a Trail Cross Tee featuring oversized co-branding and an Alphashield vest. Every item features the distinctive, angular design details that have become synonymous with White Mountaineering.

For the footwear side of the collection, White Mountaineering offers up unique takes on two classic, contemporary models from the adidas TERREX range. Their version of the TERREX Speed LD is the boldest of the two, with contrasting pops of color on both the toe caps, three stripes and eye-stays. An oversized White Mountaineering logo on the heel, rendered in reflective

materials, ensures that whether running on urban trails or further afield, the wearer will catch the eye. The second pair in the collection is a more understated take on the TERREX Agravic Boa, a model with added stability and protection, built more for durability than the lightweight TERREX Speed LD. It features a unique fit system for micro-adjustments and a secure, consistent hold. Like the TERREX Speed LD, it also features Continental rubber on the outsole for maximum grip. For the White Mountaineering version, the TERREX Agravic Boa is presented in a completely blacked-out colorway, save for the distinctive blue accenting on the toe, midsole and heel.

To celebrate the launch of the collection, each piece was put through its paces across the vast and rugged trails that span the coastlines of Australia and look out onto rippling blue water similar to the pattern found on the apparel. Directed and photographed by Australian Beau Grealy, the accompanying campaign captures the interplay of human movement and nature that comes when breaking free of the city grind.

adidas TERREX x White Mountaineering will be available for purchase on 17th May.

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**For further information contact:**