**adidas inspires self-expression in sport with new varsity-style jacket**

* A contemporary take on the traditional letterman jacket, VRCT celebrates the heritage of team pride with customizable patches
* James Harden, Mette Towley, Paulo Dybala, Denise Schindler, Ning Zetao and Stefanos Tsitsipas have created their own patches, each featuring a word that represents their personal story
* Athletes can customize their VRCT jacket in store and at adidas.com

**Herzogenaurach, 12th September 2019 –** adidas unveils the VRCT jacket, a fresh take on the classic varsity look that celebrates team pride and self-expression. Paying homage to the traditional letterman jacket, VRCT features a customizable patch that invites athletes to show the world who they are.

Designed to be worn before and after training, VRCT takes reworks an iconic design for a classic bomber aesthetic with a sleek, modern fit. Featuring flexible, lightweight material, the jacket offers maximum freedom of movement, while a soft double-knit fabric enables year-round wearability.

To inspire creativity and self-expression, the VRCT jacket features a classic adidas ‘A’ team patch that can be interchanged and personalized. Athletes can create their own message, or choose a word selected by some of adidas’ leading creators including James Harden, Denise Schindler, Mette Towley, Paulo Dybala, Ning Zetao and Stefanos Tsitipas. Each athlete worked collaboratively with adidas to create a patch that represents what they stand for and their own personal story.

* **NBA MVP James Harden –** **FAMILY**

The inspiration behind his confidence and personal style, shaping him into the person he is today.

* **Paralympic cyclist Denise Schindler – I’MPERFECT**

Challenging the notion of perfection in society by overcoming near-impossible odds.

* **Artist and dancer Mette Towley – AUTHOR**

Of her own life and story.

* **Juventus football player Paulo Dybala – SACRIFICE**

Made by him and his family to allow him to achieve all that he has.

* **Former world champion swimmer Ning Zetao – BRAVE**

For every time he has stood up for what he believes in.

* **Tennis player Stefanos Tsitsipas** – **BELIEVER**

In his dream of becoming a champion, which is what drives him.

James Harden, NBA MVP said: *“Sport is about showing the world who you are, and my style on and off the court has always been a big part of how I do that. VRCT takes the iconic varsity design and makes it a canvas for self-expression.”*

The VRCT Jacket will be available in a selection of colorways from 12 September 2019 in stores and online at adidas.com.

To discover each of the athlete’s stories behind the badge, visit [www.adidas.com/werepresent](http://www.adidas.com/werepresent).

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**About adidas**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs around 57,000 people across the globe and generated sales of just under € 22 billion in 2018.