**ADIDAS OUTDOOR LAUNCHES THE MYSHELTER CLIMAHEAT PARKA; KEEPING COMMUTERS PROTECTED AGAINST THE ELEMENTS**

• **Built for protection against the cold, the MYSHELTER CLIMAHEAT PARKA features the latest adidas Outdoor technology to keep commuters warm, dry and comfortable in the colder months**

• **Designed with the full weight of adidas Outdoor expertise, MYSHELTER is designed for moving through the city in the cold**

• **The MYSHELTER CLIMAHEAT PARKA is the latest release from adidas’ Outdoor MYSHELTER**

**jacket range**

Today, adidas Outdoor launches the MYSHELTER CLIMAHEAT PARKA, the latest release from MYSHELTER, a range of jackets that combines outdoor expertise and technology with urban style. Following on from the first jacket to launch in September, the MYSHELTER RAIN JACKET, the MYSHELTER CLIMAHEAT PARKA has been designed as part of a collection of weather protective jackets that are based on research and insights from consumers living in cities with specific weather conditions like London, New York, Shanghai and Tokyo. The MYSHELTER CLIMAHEAT PARKA has been created to protect against the cold empowering young urban creators to leave the indoors behind and explore their city in the cold.

Tim Janaway, General Manager adidas Outdoor says “*With* [*MYSHELTER*](https://news.adidas.com/Tags?tags=MYSHELTER%20) *we want to empower people to spend time outdoors. Not just in the great outdoors, but in urban environments. Thanks to the latest in outdoor technology, the* [*MYSHELTER RAIN JACKET*](https://news.adidas.com/Tags?tags=MYSHELTER%20RAIN%20JACKET%20) *allows our creators to be creative outdoors living their lives, no matter the weather.* [*MYSHELTER*](https://news.adidas.com/Tags?tags=MYSHELTER%20) *encourages them to explore and keeps them protected and comfortable.”*

With the upper part of the MYSHELTER CLIMAHEAT PARKA being made with a Primaloft Gold insulation and light 90/10 Hyperdry Goose Down Technology, the construction will keep you warm by efficiently managing your body heat, whilst providing enhanced water-resistance that protects from the cold air.

Unlike most winter coats, the MYSHELTER CLIMAHEAT PARKA is designed with mobility in mind. The carry strap design allows hands-free commuting and better heat management when taking public transport versus being out on the street.

Staying true to the MYSHELTER design ethos, MYSHELTER has continued to expand its range of urban jackets. The MYSHELTER CLIMAHEAT PARKA compliments the current range of MYSHELTER jackets that includes the MYSHELTER 3-in-1 Rain Parka, MYSHELTER GTX and MTYSHELTER RAIN JACKET, creating a collection of weather specific, technical outerwear that seamlessly blends function with style.

Available now for a retail price of € 299,95 .

Follow the conversation on [**Instagram**](https://www.instagram.com/adidasterrex) and [**Facebook**](https://www.facebook.com/adidasTERREX/) and using **#MYSHELTER** and **@adidasterrex**

**ABOUT ADIDAS OUTDOOR**

Too much of life now happens indoors, affecting health, happiness, and creativity. That's why, as the creator brand in the outdoors, we believe the solution is to get out there.

In body, the outdoors is our space to play. In mind, it's our place to think differently. Adidas outdoor brings people to the outdoors and brings the outdoors to the cities. Because through sport, we have the power to change lives.