**ADIDAS 4D RANGE EXPANDS WITH NEW REFLECTIVE ALPHAEDGE 4D RUNNING SHOE**

* **ADIDAS 4D is a data-led design innovation that will eventually create personalised footwear based on specific sports and individual athlete needs**
* **The latest FW19 drop features a black and a white shoe with a new reflective upper**

**Herzogenaurach, Germany, 4th November 2019 –** adidas today announces that it expands the 4D range with a new reflective ALPHAEDGE 4D running shoe. The distinctive 3D printed design now features across the sportswear brand’s running, Stella McCartney, Originals and Statement product categories.

ADIDAS 4D was first revealed as concept release from FUTURECRAFT - adidas’ innovation incubator – in 2017. The midsole is printed with light and oxygen using Carbon Digital Light SynthesisTM technology pioneered by Silicon Valley based company, Carbon. The two companies came together to combine years of athlete data with the latest 3D printing technology which allows products to be created at considerable commercial scale. This technology enables huge benefits for both athletes and consumers so they will feel the future.

**Marco Kormann, Director Platform Innovation, adidas, said:**

“We are proud to have taken a FUTURECRAFT concept and scaled it up significantly across our business within two years. ADIDAS 4D marks a shift in the way we approach the design and creation of our products. With the support of our partner, Carbon, we have shown the possibilities of data-driven-design and digital manufacturing on a global scale. The next iteration of the technology will be to develop how it can be used to produce footwear that is tailored to specific sports, and even individual athletes.”

ADIDAS 4D was created as a unique solution that can be precisely tuned to respond to the movement patterns, weight and gait of the user. This means that in the future adidas foresees designing the lattice in a way which suits the movements of a certain sport, as well as personalised based on the data of an individual. We’re just at the beginning, with ADIDAS 4D you will start to feel the future.

The latest drop to feature ADIDAS 4D is an update from ALPHAEDGE 4D for FW19. The new reflective design on the upper makes this version of ALPHAEDGE stand out even more, especially for training in low light. The product features are as follows:

**ADIDAS 4D**

Carbon Digital Light SynthesisTM technology uses digital light projection, oxygen-permeable optics and programmable liquid resins to print high-performance, durable polymeric products.

The technology uses data to translate the needs of a performance category, and eventually individual athlete or consumer, with the required movement, cushioning and stability directly into a midsole.

**Primeknit upper, with FORGEDMESH**

A super-lightweight upper that features a reflective prime knit used on the full upper, for maximum reflectivity, encases your foot in a seamless sock-like fit providing the support and comfort needed during sharp lateral movements and tight turns. Each thread is individually constructed millimeter by millimeter with FORGEDMESH - a process using TPU-coated yarn, that maximizes performance when stitched at various angles and layers for ultimate strength in motion.

**Continental outsole**

The Continental rubber outsole draws on 140 years of Continental tire technology and research - with engineered traction zones to support deeper cuts and faster acceleration, regardless of surface terrain or weather.

ALPHAEDGE 4D FW19, will be available globally across [adidas.com](http://adidas.com), the adidas app and select retailers from 11th November 2019. For more information visit [adidas.com](http://adidas.com).

**- ENDS -**

**NOTES TO EDITORS**

**ADIDAS 4D**

adidas is producing ADIDAS 4D products at scale - from very limited numbers at launch in April 2017, to more than 5,000 pairs by the end of 2017, 100,000 pairs by the end of 2018 and scaling up the numbers in the future.

**CARBON:**

Carbon’s mission is to reinvent how polymer products are designed, engineered, manufactured, and delivered towards a digital and sustainable future. Based in Silicon Valley, Carbon brings together innovations in software, hardware, and material science to deliver industry-leading digital manufacturing solutions. Crafted by Carbon™ using ground-breaking Digital Light Synthesis™ technology and broad family of programmable liquid resins, manufacturers can unlock new business opportunities such as mass customization, on-mand inventory, and previously impossible product designs. The Carbon Platform allows customers to build uniquely differentiated products while reducing waste and time to market. To learn more, visit [www.carbon3d.com.](https://www.carbon3d.com/)