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July 6, 2018

adidas Skateboarding Announces Nora Vasconcellos' First Signature Colorway For *Matchcourt RX*



(Portland, OR) – adidas Skateboarding reveals the *Matchcourt RX Nora* – the brand's first signature colorway for Pro skateboarder, Nora Vasconcellos. Since turning Pro and joining the adidas Skateboarding team, Vasconcellos hits another milestone with her reimagined low-top featuring original artwork and her recognizable pastel color palette.



The perfect balance of lightweight comfort and added durability, the *Matchcourt RX Nora* comes in a light purple canvas reinforced by suede panels in high abrasion areas. When referencing the silhouette that Vasconcellos chose to work with, she explains that “the *Matchcourt RX* is the perfect everyday shoe. You can dress it up or down and it’s great to skate right out of the box.” Performance features include an EVA sockliner for all-day cushioning and support, a double-wrapped foxing for extended protection and a grippy vulcanized outsole that emphasizes true board feel.

Marked by her personal style, the colorway and artwork embroidered on the shoe is reflective of Nora’s known love for pastels and individual aesthetic. As she explains, “Floral patterns go great with that shade of purple. The artwork for the shoe was a variety of stuff I have created in the past; patterns and drawings that I thought would be cool to embroider onto a canvas shoe.”



The *Matchcourt RX Nora* will be available at specialty adidas retailers in unisex sizes worldwide on the [adidas Skateboarding](#) website starting July 7. The *Matchcourt RX Nora* retails for \$75.00 USD.

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About adidas Skateboarding

Founded in 1998, adidas Skateboarding creates footwear and apparel for skateboarders distributed through a global network of skateboarding retailers. adidas skateboarding supports a group of iconic, elite, and trend setting professional and amateur skateboarders from all over the world including Mark Gonzales, Dennis Busenitz and Na-keel Smith. adidas Skateboarding is a segment of adidas Originals, a division of the adidas Group.

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