**ADIDAS UNVEILS INVESTEC SUPER RUGBY AWAY JERSEYS INSPIRED BY AND FOR THE ENVIRONMENT OF THEIR HOME CITIES**

* *Jerseys are part of the new adidas PRIMEBLUE range made from Parley Ocean Plastic*
* *The jerseys will be worn by the Blues, Chiefs, Crusaders, Highlanders and Hurricanes*
* *The design of each teams PRIMEBLUE jersey, worn throughout 2020, is inspired by the teams local enivornments*

**Herzogenaurach, Saturday 1st February 2020 –** adidas has today unveiled the away jerseys for all five New Zealand Investec Super Rugby sides ahead of the highly anticipated 2020 season. From material to design, the jerseys have been crafted to reflect and honour the natural environments of each team. All 5 jerseys are part of the new adidas PRIMEBLUE range – made with Parley Ocean Plastic, which is recycled plastic waste intercepted from beaches and coastal communities before it reaches the oceans.

As part of its ongoing mission to end plastic waste, adidas has committed to shift entirely to recycled polyester by 2024. To inspire rugby fans to join the movement, the designs of each teams away jersey features aquatic-style patterns and nods to the teams’ local environments:

* **The Blues jersey** takes inspiration from the Auckland Harbour bridge – an important icon of the city and beacon for sustainability due to its solar-powered lights. The jersey design features a water-effect graphic print of the bridge.
* **The Chiefs design** is inspired by water. Water gives life and is depicted in the thread print running across the jersey. This design represents the waterways, rivers, lakes and oceans which flow from the contributing clubs and regions that give life to the Chiefs franchise.
* **The Crusaders jersey** is based on the Braided Rivers; the backbone of the Crusaders region. The design of the shirt incorporates a print inspired by the Braided Rivers, intertwined with the peaks of the alps.
* **The Highlanders jersey** is designed to reflect the ocean on the southern Fiordlands. The water design provides a fresh take on the Highlanders’ tartan.
* **The Hurricanes jersey** features a hand drawn graphic which references the abundant wind resources in the area including 390 wind turbines with water born graphics.

Alexis Haass, Director of Sustainability, said “If things don't change, our oceans will be filled with more plastic than fish by 2048. PRIMEBLUE, while not the solution, is one innovation heading in the right direction. It’s a range of high-performance products made with recycled plastic waste intercepted from beaches and coastal communities before it reaches the oceans. And on a scale that leads the tide of change.

The truth is PRIMEBLUE alone will not save the oceans from plastic waste. However, consider the range a commitment. A commitment to continuously innovate in the area of sustainability to reach our goal of being completely off the use of virgin polyester by 2024.

Matthew Fielding, Category Director, said “adidas has long been committed to protecting and celebrating the spaces of sport. With these jerseys, sustainability and nature act as the muse for our design and we’ve used the natural landscapes of the teams to inspire us at every touchpoint. Our ambition is for rugby fans to feel pride in their hometowns and inspired to join the fight against plastic waste.”

The away jerseys will be available for fans to purchase from today, 1 February (RRP €64.95-79.95).The range will be stocked at adidas stores, major sporting goods retailers, rugby retailers throughout New Zealand and the world, and online at [www.adidas.com](http://www.adidas.com).

To find out more about adidas and PRIMEBLUE – [www.adidas.com/sustainability](http://www.adidas.com/sustainability)

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**About adidas**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas and Reebok. Headquartered in Herzogenaurach, Germany, the Group employs more than 56,888 people across the globe and generated sales of around € 21.92 billion in 2018.