**READY, the new multi-sport apparel from adidas designed to respond to heat, wind, rain and cold**

*Created for both elite and everyday athletes, the technology is set to perform on the hottest stage in sport this summer*

* With outdoor sports and training on the rise1, adidas introduces its most advanced system of responsive apparel yet, shielding from the elements so athletes can stay focused on performance
* Created for both elite and everyday athletes, the technology will be put through its paces at Tokyo 2020, set to be the hottest Olympic Games on record
* The READY collection is inspired by the functionality of a military wardrobe, with high- performance, stylish pieces that are designed to be layered for all weather conditions

adidas introduces READY, a new multi-sport collection that uses responsive fabrics and intuitive design to help athletes perform, whatever the weather. With a global increase in outdoor sports and training 1, READY enables athletes of all abilities to train without the distraction of competing with the elements.

With temperatures in Tokyo set to reach record highs this summer, READY technology will be put through the ultimate test as Olympic athletes take to the global sports stage wearing HEAT.RDY. The technology will feature in the national kits for Team Great Britain, Team Germany, Team Ethiopia and Team Hungary as well as on the field of play for adidas athletes and sponsored teams around the world.

Josefine Aberg, VP of Design for adidas, said: “*Weather has become a major external factor affecting performance, so we set out to create a system that combats external elements so athletes can train without distractions. The collection is inspired by the discipline of a military wardrobe, but with a 2020 feel – functional yet stylish pieces that can be layered to protect you all year round.”*

READY apparel uses a smart layering system that allows athletes to build modular sports outfits that address seasonal needs, selecting different pieces that can be worn together without bulking at the seams and which allow for maximum movement, comfort and ventilation.

Designed for multiple forms of movement, READY combines the latest advancements in adidas’ performance apparel, bringing together design teams across every sports category. From running and training shorts and t-shirts to performance hoodies and jackets, the collection features four technology systems to support athlete performance in intense conditions:

**HEAT.RDY** - keeps athletes cool in the heat.

* Key pieces created using adidas’ latest body mapping technology to ensure precise

placement of ventilation zones that keep the body cool when heat rises.

* Hybrid textiles including Aqua-X Yarns draw sweat away from the body and enhance

the body’s own cooling process.

* Lightweight fabric solutions encourage maximum airflow, whilst kinetic seaming and adaptive fit enable more flexibility and ease of movement for athletes**.**

**COLD.RDY** - locks in heat to stay warm in the cold.

* A smart laying system of targeted insulation locks in heat to keep athletes warm in

cold conditions.

* Breathable fabric structure traps air between layers whilst allowing sweat to pass

through to minimize heat during intense activity but also keeps athletes warm as

they cool down.

* Innovative yarns absorb and evaporate sweat in an instant, whilst water-repellent

stretch woven material provides additional protection from the elements.

**WIND.RDY** – shields athletes from the wind.

* Made using WindweaveTM, a gradient-like, single material with different densities to

keep the wind out and promote breathability for targeted areas of the body.

* Densely woven fabrics protect against wind whilst preventing condensation, so the

body stays dry in the fiercest conditions.

* A water-repellent finish provides added protection from the elements.

**RAIN.RDY** - blocks the rain and keeps athletes dry.

* Waterproof protection from rain and snow via performance membranes that remain

breathable when in motion.

* Moisture vapor from sweat is transported through the material outwards to keep the

body completely dry and cool on the inside.

* The seam is 100% sealed with waterproof tape that channels rain away from the body.

To kick off the launch of HEAT.RDY, adidas has teamed up with Olympic athletes and sporting icons from around the world including David Beckham, Jazmin Sawyers, Noah Lyles, Caroline Dubois and Miho Nonaka. Each creator has shared personal stories of how they prepare both physically and mentally for their game.

The first drop of the HEAT.RDY collection will be available online from 16 March 2020 in adidas stores worldwide and with COLD.RDY, WIND.RDY, and RAIN.RDY pieces to launch in Autumn/Winter 2020.

**- END –**

*1WGSN Active Intelligence 2019 Report*

**Notes to Editors:**

**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, Reebok and TaylorMade. Headquartered in Herzogenaurach, Germany, the Group employs more than 56,888 people across the globe and generated sales of around € 21.2 billion in 2017.