**ADIDAS AND PELOTON REFLECT THEIR COMMUNITIES’ EVERYDAY GREATNESS**

**WITH LATEST PERFORMANCE AND LIFESTYLE WEAR COLLECTION**

* *The adidas x Peloton Capable of Greatness collection is the latest performance and lifestyle drop from the two brands’ ongoing collaboration*
* *The apparel collection features men’s and women’s items designed for pre-, during, and post-workout*
* *New material innovations include adidas’ latest bra technology for maximum support and comfort*

**Herzogenaurach, Germany, July 14, 2022:** adidas and Peloton continue to inspire their joint communities on their fitness journey with the launch of the **Capable of Greatness collection**.

New design touches include sweeping motion graphics inspired by the body’s movement on the Peloton Bike; tights with contrast-colored legs for a unique take on an 80s color palette; design-led reflective\* elements to take the workout from the studio to the outdoors; and hand-drawn *Capable of Greatness* calligraphy to inspire the community to celebrate their everyday greatness.

The collection consists of five men's and six women's designs for pre-, during and post-workout, available in sizes 3XS to 2XL. Each style is offered in multiple colorways with a palette that contains bright blues, violet tones, pulse limes and classic black and white. Starting at $/£/€40, standout items include the Capable of Greatness Bra, re-engineered with the latest material and design performance to move with the body for fluid motion and size-inclusive support. In addition, select garments are made with materials and methods that help reduce environmental impact.

Speaking about the launch, Courtney Yones, Senior Product Manager at adidas, said: *“This collection is a celebration of the greatness we see every day from our community, in their workouts and far beyond. The pieces were designed using Peloton instructor insights in true collaboration with Peloton and the Peloton community.”*

*“The Capable of Greatness Collection is a true celebration of the adidas and Peloton communities,*” said Jessica Chiang, VP of Apparel. *“The collaborative process between adidas' design team and Peloton’s best-in-class instructors allowed us to innovate as a team, designing thoughtful performance and lifestyle pieces that enable greatness during workouts and beyond.”*

Ally Love, Peloton Instructor, said: “*adidas x Peloton always delivers. I can't wait to rock these 80s-inspired looks in the studio. I love the reflective design; it's going to light up my ride!”*

The capsule includes sports bras, training tanks, tees, run shorts, tights, hoodies and joggers, and can be shopped at adidas.com, apparel.onepeloton.com, and select adidas stores worldwide from July 14.

**ENDS**

\*This product has reflective or fluorescent elements for design and decoration reasons only.

It is not intended or suitable for the use of Personal Protective Equipment PPE.