**ADIDAS UNITE WITH THEBE MAGUGU IN FW22 FOR FIRST COLLECTION INSPIRED BY AFRICAN HERITAGE, INCLUSIVITY AND KINSHIP**

* *The adidas x Thebe Magugu collection features vibrant and expressive sport and style designs that celebrate community, heritage, and identity, inspired by the South African designer's upbringing*
* *Powered by adidas and Thebe’s passion for inclusivity, this function-meets-fashion female collection includes modesty swimwear, inclusive sizing in sizes XL to 4XL and gender-neutral pieces*
* *Each performance piece in the collection features leading performance technology made in part with recycled materials, with the Tennis garments set to feature on world-class players during the most prominent hardcourt tournaments,*
* *The collection drops on 1 August 2022 for adiClub members and to all on August 15 2022 and is available via adidas.com/thebe\_magugu*

**Herzogenaurach, Germany, 1 August 2022**: Today, adidas unveils the first of two drops with South African luxury designer, Thebe Magugu. The debut collection for women features the celebratory and joyful artwork of a woman dancing, designed in collaboration with artist Phathu Nembilwi, and influenced by Thebe’s mother, aunt and grandmother, and the theme of femininity, interwoven with leading adidas material technology. Each garment features an abstract selection of bright and punchy colors including, impact orange and yellow, accents of shock pink, backgrounded by pulse lilac. The collection spans across sports including running, swimming, training, tennis, football, and cycling alongside a set of casual lifestyle garments.

United by a shared passion for inclusivity and kinship, the collection includes a three-piece modesty swimwear set made in part with recycled materials and chlorine resistant fabric that is lightweight and chlorine-resistant; swimwear in inclusive sizing (XS-4XL); and gender-neutral pieces with UNITEFIT – a fit system that is created with a spectrum of sizes, genders, and forms in mind.

The high-performance tennis pieces will be premiered during one of the most prominent hardcourt tournaments by adidas’ inspirational athletes Dana Mathewson, Stefanos Tsitsipas, Felix Auger Aliassime and Daria Kasatkina who are passionate about showing support for what matters and encouraging diversity and inclusivity on and off the court.  The Tennis collection features the Purple NY UNITEFIT Tennis Dress, delivering style and functionality, made in part with recycled materials.

Alongside the performance pieces, the statement Originals looks include the Originals Crop T-shirt, in white and semi pulse lilac, delivering classic streetwear style, and the Originals 7/8 Leggings, a go-to choice for every occasion. The collaboration also includes remixes of iconic adidas footwear silhouettes including the Stan Smith, Nizza Platform, Astir and Forum footwear, which feature design accents from Thebe Magugu's signature prints. Reflecting adidas's commitment to consciously crafting performance materials, hero styles and pieces have also been made in part with recycled materials, just one of the innovations that represent our commitment to help end plastic waste.

**Thebe Magugu, designer, commented:** *“I’m infinitely inspired by the energy of the women in my life and the heritage of my native land. Bringing together such personal stories through design and blending them with adidas’ iconic performance and lifestyle pieces has been an amazing process. The collection really celebrates all the positive influences around me, and a sense of community that is so important to me. I hope it inspires the same joyful feeling in those who wear it.”*

*The tennis pieces will be worn by world-renowned players during one of the sport’s most iconic tournaments this summer – I am proud to play a small part in championing the sport and helping to make it more inclusive.”*

Hero pieces within the collection spanning performance and Originals include:

**adidas x Thebe Magugu Swim Hijab (HN8167)**: The Swim Hijab is made from chlorine resistant fabric that's ultra-flat, lightweight and chlorine resistant. It also comes with an adjustable inner cap to ensure hair is kept tucked away and an outer layer that provides full coverage.

**adidas x Thebe Magugu Fast Jacket (HI5626)**: The Fast Jacket features bold graphic features and a smooth woven fabric with a lightweight feel for fast running and racing. It also has a water-repellent finish to help shrug off light rain. The jacket is made in part with 100% recycled materials Parley Ocean Plastic.

 **adidas x Thebe Magugu NMD (** **GX2074)**: A true representation of style intersecting with performance. The Originals NMD Trainer mixes top-tier athletic technology with everyday style. Combining street smarts with green credentials, for cafe lounging, daily pavement pounding and gym work, or whichever activity is desired, the NMD is all about holding the pace of the daily grind.

 The second drop of the season, in October 2022, features the Thebe Magugu Bird of Paradise plant print that represents the idea of unbridled joy and freedom, which unites with adidas performance technology such as the boost midsole, in a yoga look alongside the revival of the button-down jogger and statement tee.

The adidas x Thebe Magugu Mainline Drop 1 collection will be available from August 1, 2022 for adiClub members early access, and to all on August 15, 2022 via adidas.com/thebe\_magugu

**ENDS**

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 61,000 people across the globe and generated sales of €21.2 billion in 2021.

**About Thebe Magugu**

Thebe Magugu is a South African fashion designer who garnered critical acclaim for his thoughtful and inventive collections that comment on history, culture, and politics. His work and designs focus on social storytelling through traditional graphic language and community work.