**ADIDAS AND 11 HONORÉ ANNOUNCE FIRST COLLABORATION WITH A HIGH-PERFORMANCE AND STYLE COLLECTION, SIZED 1XL TO 4XL**

* *The adidas x 11 Honoré collection features 14 key sportswear looks in a palette of earthy tones inspired by sunrise and sunset and tailored to serve sports from yoga to training, alongside lifestyle pieces*
* *Powered by leading adidas technologies, and crafted with the unrivalled fit expertise of 11 Honoré, together it supports adidas’ continued mission in making sport accessible to all*
* *Each piece in the collection has been co-created with 11 Honoré and wear-tested by their community, resulting in garments engineered to deliver unmatched style, support, and comfort, whilst allowing freedom to move without distraction*
* *The adidas x 11 Honoré collection will be available from November 17, 2022, via adidas.com and dia.com*

**Herzogenaurach, Germany, 17 November 2022**: Today, adidas and 11 Honoré - the luxury division of Dia & Co - introduce their debut high-performance and style collection, designed exclusively for sizes 1XL-4XL. The collection distils a palette of earthy tones inspired by sunrise and sunset with a unique pattern inspired by light diffusion and reflection. Each piece is designed with 11 Honoré’s renowned grading process, which tailors the fit perfectly to each size and each piece and is interwoven with adidas’ leading material innovation. The collaboration works to support adidas’ continued commitment of making sport accessible for all with 14 key looks to serve sports from yoga to training, high-impact workouts to casual days out.

Powered by designers and technicians with over a decade of experience in size-first fit, the pieces unite with adidas’s leading performance material technology for a collaboration that pushes the boundaries of sports style. adidas technologies featured within the collection include FORMOTION – a fit system that provides sculpted cuts and three-dimensional engineering to enhance athletic freedom of movement – showcased in the FORMOTION Bra and Tights, and AEROREADY – a moisture wicking fabric that manages your body’s sweat to keep you feeling comfortable and dry - featured across the entire collection.

In adidas’s continued effort to consciously craft materials, the collection has been made in part with made in part with Parley Ocean Plastic – re-imagined plastic waste, intercepted on remote islands, beaches, coastal communities and shorelines, preventing it from polluting our ocean.

**Nadia Boujarwah, CEO and Co-Founder of Dia & Co, commented:** *“We’re excited to join forces with adidas on this debut performance and style collection, as 11 Honoré has always stood for accessibility and inclusion. We are incredibly proud to continue our mission with such a globally recognized brand by making sport accessible using adidas technologies alongside our best-in-class grading system. At Dia & Co, we’re passionately committed to bringing the best brands to the plus customer and are thrilled to see this partnership come to life.”*

Hero pieces within the collection spanning sportswear, training and lifestyle include:

**adidas x 11 Honoré Onesie (HI5656)**: The stylish black adidas x 11 Honoré Onesie can be worn from studio to street, as fashion meets functionality for a statement head-to-toe look. Made in part with recycled materials, the Onesie features body-contouring seams which hug the form to support the silhouette, designed to follow the body’s natural movement and provide comfort in motion.

**adidas x 11 Honoré High Support Corset Bra (HI5651)**: With a support-first design, the adidas x 11 Honoré High Support Corset Bra features tailored underwire and adjustable straps that provide stability and support during workouts. With an easy and versatile fit that maximises comfort, the bra is layered with sheer mesh, helping to keep cool while also playfully amping up the style. Additionally, with adidas’ AEROREADY technology, wearers feel dry and comfortable.

**adidas x 11 Honoré Kaftan Tee (HI1660)**: The ankle-skimming Kaftan Tee provides effortless versatility and is made with 100% organic cotton. It features a classic stand collar and relaxed short sleeves for a loose fit and a stylish unstructured profile.

 **adidas x 11 Honoré Sweatpants (HI5640)**: Made of soft-feel French Terry for versatile, everyday comfort, the adidas x 11 Honoré Sweatpants is available in colorways black and hazy emerald.  Designed with a loose fit, the drawcord on the waist allows for custom adjustability and hemmed cuffs lock in fit.

The adidas x 11 Honoré collection will be available on November 17, 2022, via the adidas website [here](https://www.adidas.co.uk/women-plus_size) and on [dia.com](http://dia.com/).

**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 DIA & CO**

Dia & Co is the leading marketplace for inclusive fashion, providing style for sizes 10-32. The company partners with hundreds of the best brands through its main platform and 11 Honoré, the luxury division of Dia & Co. Since its founding in 2015 Dia has been a leading voice in revolutionizing the shopping experience for the plus community — an underserved group of more than 100 million in the U.S. alone. Today, Dia has amassed millions of shoppers in a vibrant and diverse community across the country.  Visit [dia.com](http://dia.com/) for more information.