**ALL ROADS LEAD TO PARIS.**

**ADIDAS’ LIGHTWEIGHT RUGBY BOOT RANGE GETS A FRENCH-STYLE MAKEOVER**

* All three models - the Predator Malice, Adizero RS7, and Kakari Z.1 - have been re-imagined with detailing representing a tribute to the Parisian sunrise
* Each boot in the collection has been made in part with recycled materials, representing just one of adidas’ solutions to help end plastic waste
* Available from December 1st, fans can purchase the new adidas boots range via <https://www.adidas.com/rugby-shoes>

**Herzogenaurach, November 21st, 2022** – Today, adidas Rugby unveils a colorway update to its lightweight rugby boot range featuring the Predator Malice, Adizero RS7, and the Kakari Z.1. All three models, specifically designed for different positions on the field, feature detailing representing a striking celebratory homage to the host nation of next year’s showpiece event.

The demands of the modern game have never been higher and in a team, all players need to play their part to be successful – whether that is crossing the try line, dominating the breakdown, or dictating play. In what is a highly anticipated 12 months for the sport of rugby, squads around the world are looking to upgrade their play, and now they have the boots to do so – whatever the position.

**Matthew Fielding, Category Director - Field Sports** **at adidas**: “*We’re so excited to be launching an updated colorway for our lightweight boot range, to the rugby community. Rugby has changed drastically over the last decade, it’s faster and more athletic than ever, and the demands of the game require lightweight boots.*

*As all eyes look forward to the pinnacle of the sport, the detailing incorporated on each boot is the perfect tribute to the dedication and hard work our athletes have put towards reaching next year’s showpiece event in France – and we can’t wait to see them performing in the range over the course of this season.*”

**Product features:**

Rugby Predator Malice

* The boot design has been re-imagined with a light pink colorway as a tribute to the Parisian sunrise, while the infamous adidas three stripes have been incorporated on the medial side of the boot in a shadow navy colorway.
* Built for kicking accuracy and game control, the improved lightweight upper has been made in part with recycled materials with rugby-specific predator elements to aid and control place kicking and kicks from hand.
* The new Predator Malice has been fitted with a GEOFIT heel, with sense pods for extra comfort, support, and protection, and features an improved asymmetric lace system with a larger sweet spot for kickers.
* Both a soft ground and hard ground edition of the boot will be available to purchase.

Adizero RS7:

* The graphic found on the boot combines iconography from New Zealand and France, bringing together the New Zealand fern and the feathers of both the Kiwi bird and the French Cockerel that sits on the French rugby badge.
* Designed to add an extra yard of speed for rugby athletes, the new Adizero RS7 has been made in part with recycled materials.
* A new technical and ergonomically textured lightweight synthetic material has been used for this lightweight edition of adidas’ most popular rugby speed boot.
* The Adizero RS7 has been fitted with a GEOFIT heel, with sense pods for extra comfort, support, and protection.
* Both a soft ground and hard ground edition of the boot will be available to purchase.

Kakari Z.1:

* The boot has been redesigned with a shadow navy colorway, while the infamous adidas three stripes are incorporated on the lateral side of the boot in a white colorway, with a pink boot base as a tribute to the Parisian sunrise.
* The weight of the updated Kakari Z.1 has been minimised where possible, focusing on the functional zones needed by forwards in rugby – flexibility and traction during the scrum.
* Kakari Z.1 features a rip stop upper with pink embroidery and stitching, that has been made in part with recycled materials, to further strengthen those functional zones
* The construction of the Kakari Z.1 is built with multiplicity and lightweight while providing the support needed through inner reinforcements, embroidery, ad TPU foils for support.

The new adidas rugby boots range has been worn by a host of adidas athletes throughout the Autumn 2022 International fixtures, helping some of the world’s best players perform to their highest level. The range will be available for purchase from December 1st via <https://www.adidas.com/rugby-shoes> – with pricing starting at €70 for junior boots to €250 for elite models.

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**About adidas Rugby**

adidas Rugby is proud to support [New Zealand](https://news.adidas.com/Tags?tags=New%20Zealand) Rugby and many individual players from around the world. For more information on adidas Rugby, please visit [**adidas.com**](https://www.adidas.com/rugby). For additional images please visit our media Newsrooms at [**news.adidas.com**](http://news.adidas.com/) and follow us on Instagram under @adidasRugby.