

adidas Introduces Our [Fair]way Floral Collection Celebrating Women’s Golf Community

* *Capsule represents adidas’ hope to turn barriers into opportunities through collaborating with athletes, partners, employees and consumers who are leading the change in women’s golf*
* *Floral design print features amaryllis flower which symbolizes self-confidence and strength through a bold and vibrant coral colorway*
* *The Our [Fair]way Floral Collection will be available on* [*adidas.com*](http://www.adidas.com/womens-golf)*, the adidas app and at select retailers worldwide beginning April 5, 2023*

**Carlsbad, CA, March 27, 2023:** As a brand, adidas works collaboratively with – and supports – fellow changemakers on the journey to enabling access, equity and safety for sport’s most marginalized communities. That includes golf, and today adidas is introducing the [**Our [Fair]way Floral Collection**](http://www.adidas.com/womens-golf) to reemphasize the brand’s commitment to female golfers while also supporting those who are leading and inspiring a united community of women in the sport.

The concept and direction for this collection was entirely inspired and designed by women at adidas Golf. Meant to capture the energy and camaraderie that is growing in the women’s golf community, the collection purposefully showcases coral as the main colorway due to its optimistic quality. This special collection features four powerful designs for women as well as one polo for men. The women’s range features a skort, sleeve and sleeveless polo, and dress. A women’s Zoysia footwear model and accessories featuring the design will also be available in select markets.

“This entire collection represents our commitment as a brand to female golfers everywhere, so we wanted to create a vibrant print design that reflected the community it’s made for,” said Jennie Ko, director of apparel design, adidas Golf. “That’s why we embedded such a meaningful flower and color for our print, as it symbolizes self-confidence, strength and determination, all perfect descriptors for those who are leading the change in women’s golf.”

The Our [Fair]way Floral Collection will come to life during major moments, specifically this week on one of the biggest stages in women’s golf. adidas athlete and the world’s No. 1-ranked women’s amateur golfer Rose Zhang will be wearing select pieces from the collection as a show of support for female golfers everywhere.

“It’s rare that a brand is so committed to female golfers and the women’s game and that’s something I’ve noticed adidas is all-in on,” said Zhang. “I’m proud to wear the collection this week because it celebrates and inspires the amazing community of women that love this sport.”

To further support this capsule and all women who play the sport, adidas male athletes competing at the first major of the year will also wear the men’s polo during select days as part of their apparel for the tournament.

The adidas Our [Fair]way Floral Collection will be available for purchase beginning Wednesday, April 5, on [adidas.com](http://www.adidas.com/womens-golf), the adidas app and at select retailers worldwide.

**ENDS**

**About adidas**
adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 22.5 billion in 2022.