

## ADIDAS SPORTSWEAR DROPS NEW Z.N.E. COLLECTION – A FRESH, COMFORT-FIRST COLLECTION DEBUTED BY JENNA ORTEGA, HOYEON, ALESSIA RUSSO, ANTHONY EDWARDS AND MELANIE LEUPOLZ

- *Born from sport worn for style, the collection transforms the iconic performance-first Z.N.E. silhouette into a range of everyday wardrobe staples*
- *A set of comfortable, distraction free co-ords designed to serve the next generation of fans, ahead of an exciting summer of sport and music*
- *Housing four key looks, the Premium Full Zip and Pant silhouettes take on an additional exclusive federation expression, in celebration of the FIFA Women's World Cup Australia and New Zealand 2023™*
- *Drawing on inspiration from the iconic performance-first Z.N.E. silhouette, the latest collection remixes the original design with lifestyle first features and minimalistic detailing.*
- *The collection will launch worldwide from 27 June 2023 in stores and on adidas website, with early access available from 20 June 2023*

**Herzogenaurach, Germany, 20 June:** Today, adidas reveals its latest drop from all-new Sportswear label, the **Z.N.E. collection**. A collection of comfy and relaxed fits built with innovative materials including AEROREADY technology and four-way stretch fabric for maximum comfort. The collection of hoodies, trackpants, tees and shorts, offers a minimalist and distraction-free design, ideal for everyday and fan centric occasions.

Debuted by icons at the forefront of style and sport, the campaign brings together global superstar, actor and producer **Jenna Ortega**, actor and model **Hoyeon**, Lioness and Manchester United's star forward **Alessia Russo**, Germany's footballer and Olympic champion **Melanie Leupolz**, Minnesota Timberwolves record-breaking shooting guard **Anthony Edwards** and actor **David Yang**. Whilst showcasing the range of comfort-first looks, each also share how it helps to keep them in the moment, whether supporting or representing their national team, watching their favorite artist perform live, or kicking back and bingeing the latest fandom series this summer.

**Speaking about the collection, Jenna Ortega, said:** *"I grew up playing soccer, as did my entire family. It was our favorite sport to watch and play together. I just love how the competitive spirit of the game makes you stay in the moment. The latest drop of the Sportswear label, adidas Z.N.E. is perfect for just that - comfortable, and easy to throw on to watch for any sporting event."*

From performance to lifestyle, the new collection remixes the original design, fusing it with adidas' AEROREADY technology and stylish yet subtle features, all whilst maintaining adidas Sportswear's comfort first DNA. Embracing a stripped-back aesthetic that can be styled in various ways to suit individual style, the key looks from the collection include:

- **Women's World Cup Expression:** In celebration of the qualified adidas federation teams, the Z.N.E. Premium Full Zip and Z.N.E. Premium Pants co-ord take on an additional identity. Keeping it clean with an all-white color palette and simplistic detailing, the fit proudly showcases the national team's crest on the upper chest and mid-leg all whilst ensuring comfort remains central.
- **Z.N.E. Premium Full Zip paired with Z.N.E. Premium Pants or Z.N.E. Leggings:** Boasting a casual yet coordinated look, the men's Full Zip hoodie offers an all-round relaxed fit with added shape through its ribbed hem, cuff construction and high rounded neckline. Maintaining similar design cues, the women's version instead adopts a batwing aesthetic with added form through its shoulder structure helping to offset its boxy silhouette. Whilst the men's look matches it with close to the body fulllength pants with a tapered cuffed ankle finish, the women's expression pairs it with soft-to-the-touch leggings, complete with split hem detailing, reduced seaming and a smooth finish.
- **Premium Overhead Hoodie and Shorts:** Mirroring the same material construct as the Full Zip and Pants, the men's hoodie and short combination gives a fresh look and feel with its pink fusion colorway and clean-cut detailing. Built with a kangaroo pocket and all-round clean seaming, the pullover garment also features an extra high neckline when the hood is up, for added comfort. Similarly, the women's Overhead Hoodie and Shorts remains understated in detail but still bold in essence owed to its all-white color palette, resembling the men's look with identical cutlines and stylistic features. The hoodie offers an oversized, boxy aesthetic whilst the shorts bring the pairing together with its split hem detailing and wide leg fit.
- **Women's Z.N.E. Tee and Z.N.E. Shorts:** Offering a cropped fit, the basic short sleeve tee also boasts a striking pink fusion hue, whilst a contrasting thick ribbed hem and neckline provide added shape. Complete with a bold block

color adidas logo on the chest, the tee is paired with matching double-knit shorts, which offer a mid-rise relaxed fitting, elasticated waist and drop back finish for all-round comfort.

- **Men's Z.N.E. Premium Polo and Z.N.E. Premium Shorts:** Drawing on classic sporty cues, the crisp white polo provides a regular fit, complete with a fold over collar feature and a three-button placket. Subtly elevated through contrasting black detailing, the shirt keeps it no-fuss, offering a smart casual feel when worn with the cozy fit white Z.N.E. shorts.

**Speaking about the new drop, Tricia Shumavon, VP Product Apparel at adidas, said:** *“With the Women’s World Cup on the horizon, fans across the globe will be coming together to celebrate their national teams, so we set out to create a range of looks that keeps their fan experience comfort-first. Featuring an exclusive federation expression, set to debut on the players as they enter the pitch and during the anthems, the full tracksuit look is designed to keep athletes in-the-moment, with its distraction-free aesthetic, as they step out on to the pitch to represent their nation. But even beyond sport, we know that there are a range of occasions where people just want to relax and feel comfortable, so this collection of everyday looks is built to provide exactly that, all whilst keeping style front of mind this summer.”*

**Speaking about the new line and being a face of the label’s latest collection, Hoyeon shared:** *“When it comes to my personal style, I like to keep it simple. I usually go for a minimalistic look with clean colors or subtle details. That’s why I really like the Z.N.E. collection. Each piece is simple and versatile and can be worn for different seasons and occasions, whether I’m on set or at a concert. I enjoy mixing and matching to create new looks while still being comfortable and stylish, no matter what I’m doing.”*

adidas Sportswear’s Z.N.E. collection will launch worldwide from June 27, on the [adidas website](#), in stores and via the [adidas app](#).