

**CODECHAOS Goes Laceless**

* **Silhouette within the CODECHAOS range becomes the first high performance spikeless golf shoe in the brand’s history that does not feature traditional laces or BOA® Fit System**
* **Filmed textile upper includes PRIMEKNIT materials, is stain resistant, and waterproof**

**Carlsbad, CA, June 26, 2023 –** adidas is inviting golfers everywhere to find the fairways and lose the laces. Today, adidas is once again reimagining what a golf shoe can be by introducing **CODECHAOS Laceless**, the first high performance spikeless golf shoe with laceless construction in the brand’s history. Built on a gender-neutral last and offered in a broad range of men’s and women’s sizing, the new footwear is available beginning June 30.

New for the fall/winter 2023 range, [**CODECHAOS Laceless**](http://www.adidas.com/codechaos) boldly tackles spikeless performance through a clean and functional filmed textile upper. As part of the design, adidas incorporated PRIMEKNIT materials in key zones around the instep and ankle to make it easier to take on and off, while still providing support. This laceless filmed textile upper is specifically designed to provide an adaptable, glove-like, high performance fit with a customized feel. The result is that golfers will still feel top-notch performance and stability even though there aren’t any laces to tie before heading out to practice or play.

“CODECHAOS is our spikeless footwear franchise where we can push the limits on innovation and design while still being very technical,” said Masun Denison, global footwear director, adidas Golf. “Having seen what other categories in our brand were able to achieve with laceless technology, we knew we wanted to bring this to golf, and our CODECHAOS model was a perfect place to do it. I have no doubt that golfers will be pleasantly surprised with the performance they get out of this shoe.”

As part of the laceless upper design, adidas engineered two pull tabs on the front and back opening. This collar area in the instep features PRIMEKNIT material that helps make it perfect for easy-on, easy-off wear without losing anything when it comes to performance. The upper is also stain resistant and fully waterproof.

Features that golfers have come to expect from CODECHAOS footwear will continue to be incorporated as part of this new CODECHAOS Laceless model:

* TWISTGRIP outsole with lug configurations built based on data from heat-map studies to see where weight gets distributed throughout the swing
* 3D external heel counter to provide additional support around the heel
* INSITE insole to with added support in the heel, lateral and medial sections of the foot to provide golfers with both comfort and performance
* Full-length BOOST cushioning to provide energy return and additional comfort

The new CODECHAOS Laceless footwear will be available beginning June 30 in a broad range of men’s and women’s sizes on [adidas.com](http://www.adidas.com/codechaos), the adidas app and at select retailers worldwide.

**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.