

adidas Revisits Classic Retro Style with New MC80 Footwear

* Style inspired by adidas’ archives from the 1980s gives golfers a modern classic spikeless footwear option
* Subtly combines LIGHTSTRIKE and BOOST technology for added comfort and stability
* The footwear is built on a gender-neutral last and will be available in a broad range of men’s and women’s sizes beginning August 1

**Carlsbad, CA – July 26, 2023 –** adidas is taking a trip back to the archives to offer golfers a modern take on the classic designs that defined an era in golf footwear. Today, adidas is introducing **MC80** – a new spikeless footwear silhouette infused with premium materials and technologies in an aesthetic inspired by the rich history of adidas golf footwear from the 1980s. The crisp, clean design built on a gender-neutral last will be available in a broad range of men’s and women’s sizes beginning August 1.

adidas has designed golf footwear for nearly 50 years. As fashion trends and technology have evolved, the brand has continued to introduce footwear models that offer golfers performance and function with unique style. For **MC80**, designers at adidas were motivated by the growing trend in retro-style footwear that’s taking place in the sport. With the adidas archives at their disposal, and heritage models like the “Cherry Hill” from 1987 to inspire them, designers landed on a polished and classic design that rekindles the vintage style from eras past, all while subtly featuring today’s technology.

“Golfers today are very much intrigued by the footwear styles from the past, but they also want a shoe that can offer modern-day performance benefits out on the course,” said Masun Denison, global director of footwear, adidas Golf. “The personality and style of MC80 is primarily designed to give golfers that modern classic silhouette but we were able to include so many benefits that golfers don’t see. The biggest surprise that they will discover is how comfortable these shoes are out of the box, but then they’ll notice the stability and traction to go along the rich finish in the upper. It’s a unique model that we’re excited for golfers to experience.”

The MC80 features a rich leather upper with brogue stitch detail and croc texturing throughout. For surprising comfort and stability, adidas combined LIGHTSTRIKE in the midsole with BOOST cushioning concealed in the heel. In the outsole, the MC80 features the iconic TORSION bar to provide golfers with additional torsion control and stability. adidas also included a technical spikeless TPU outsole for added traction. A rubber welt in the midsole helps to complete the look.

The heavy and stiff characteristics that often-accompanied golf footwear models of the past are replaced with a lightweight and flexible upper to give golfers additional comfort as they walk throughout their rounds. adidas also included an INSITE PU insole to help with fit, comfort and stability. The MC80 was first introduced as part of the [adidas x Bogey Boys collection](https://news.adidas.com/golf/adidas-x-bogey-boys-collection-reimagines-classic-golf-style/s/ac2f3f71-f889-4573-b081-6d10a0f2fc47) through a limited-edition model. The in-line colorways for MC80 will feature a classic white and black, white with pops of yellow, and a special white and light blue limited-edition colorway exclusively for adiClub members on adidas.com.

The new MC80 footwear will be available at adidas.com, the adidas app and at select retailers worldwide beginning Tuesday, August 1.