**ADIDAS AND LES MILLS UNVEIL INNOVATIVE NEW TRAINING OFFERING BUILT FOR NEXT GEN FITNESS FANS**

* *Meeting the most active generation where they are - adidas and Les Mills debuted first chapter of partnership, delivering over 10,000 workouts over the course of the weekend at LES MILLS LIVE L.A.*
* *Training offering built alongside international research across 16–26-year-old next gen athletes reveals ‘Strength’ training as their top workout type[[1]](#footnote-2) whilst 68%[[2]](#footnote-3) say they are more likely to exercise in high-energy training spaces*
* *New science-backed strength workout* ***LES MILLS SHAPESÔ presented with adidas*** *had its global launch at LES MILLS LIVE L.A. supported by adidas’ innovative training wear –* ***Dropset 2*** *and the* ***FW23 Strength Collection***

**LOS ANGELES, July 31, 2023:** This weekend, adidas and Les Mills took to the stage in Los Angeles, the home of fitness, for LES MILLS LIVE L.A. – the biggest event of its 2023 world tour. The two sports powerhouses showcased the future of training with world-class Les Mills trainers captivating thousands of fitness fans including adidas athletes Nia Dennis, Giselle Rodriguez and Francheska Martinez. Stronger together, the two brands launched some of the most powerful fitness programs, supported by adidas’ latest strength product innovations, with a focus on building a stronger mind and body for a worldwide community. The partnership is underpinned by membership rewards and benefits across adiClub and LES MILLS+, to create access like never before for members across the world.

To get closer than ever to the next gen community’s training attitudes and behaviours the partnership leverages data gathered from over 4,000 16-26-year-olds. Harnessing the knowledge that in the gym, 71% of Gen Z athletes enjoy bodyweight training, 63% practice Pilates, while 57% like to do yoga sessions[[3]](#footnote-4), the partnership launches brand new workout *LES MILLS SHAPES, presented with adidas.* Expertly developed to meet the needs of the next gen, the strength-focused workout is inspired by Pilates, barre, and power yoga. The program has undergone rigorous testing with the next-gen community by scientific experts, with a University of the Fraser Valley study unearthing key improvements it can have on performance. This includes, back and abdominal endurance – helping to build core control and functional strength.

Complementing the new workout, and as part of adidas’ commitment to training as a sport, the collaboration spotlights its next iteration of high-performance adidas training apparel and footwear – the Dropset 2 and FW23 Strength Collection. With ‘Strength’ training revealed as the number one workout type for this community, the products have been designed to provide optimal fit and performance for this type of training.

Worn by world-renowned Les Mills trainers for the filming of *LES MILLS SHAPES, presented with adidas*,plus additional strength-based workouts, the adidas Dropset 2 features a low midsole drop height to provide athletes with a flatter grounding for stability and alignment, all whilst helping to distribute weight evenly when transferring force from feet to the ground. Whilst the Strength Collection brings comfort and functionality to the fore, made in part with at least 30% recycled materials, each piece incorporates adidas’ AEROREADY technology, to help the athlete feel dry during every power move.

With 72%[[4]](#footnote-5) of 16-26 year old regular exercisers working out both in the gym and outside of it – *LES MILLS SHAPES presented with adidas* will be available both on the LES MILLS+ Training App and in-gym from early August. Providing the next generation with access, value and rewards, the partnership will offer members of adidas’s free global membership programme - adiClub - with generous discounts for LES MILLS+ Training App subscriptions. They’ll also have the opportunity to unlock redeemable adiClub points every time they complete an in-app Les Mills workout, including *LES MILLS SHAPES presented with adidas*. For more details on discounts and how to sign up, please follow this [link](https://www.adidas.co.uk/adiclub).

**Aimee Arana, adidas Global, General Manager, Sportswear & Training:** *“We are committed to helping athletes of all levels not only unlock their fitness goals but feel the positive mental benefits of training which is why it’s so exciting to now unveil the next chapter of our collaboration with Les Mills. As we aim to build a community of stronger and happier people together in virtual and IRL spaces and push boundaries on the formats of what a workout can be, we also want to offer specifically tailored products – like the Dropset 2 and Strength collection – to help enable our community to achieve their fitness goals. Together, we want to innovate the way you experience fitness. Together, we want to inspire millions more to move.”*

**Clive Ormerod,** *Les Mills Group CEO: “It’s fitting and special to be unveiling the next phase of our collaboration with adidas in L.A. – the true home of fitness. Acknowledging the changing needs of Movers, we’re creating innovative new training programs to meet the expectations of the next generation. We know the best workout is the one you actually do, so this partnership is built to deliver community, fitness, and joy – all the ingredients required for a motivating training experience that Movers will keep coming back to. We channeled this sentiment to build LES MILLS SHAPES presented with adidas – a dynamic blend of training styles born from research into what modern Movers expect from their workouts. Our partnership with adidas will see us continue to innovate to provide inspiring new experiences – including virtual reality (VR) workouts – to help more Movers achieve their training goals!”*

Underpinned by the joint mission to service all on their fitness journey, no matter their workout goals, adidas and Les Mills will look to make fitness experiences more joyful and create more digital and in-person access to sport, with a focus on the positive mental and physical benefits of training.

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**References:**

1-4 Les Mills commissioned international research surveyed 4,000 people across UK, US, China and Germany, aged 16-26.

**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.

**About Les Mills**

Les Mills is the global leader in group fitness and creator of over 20 programs including BODYPUMP™ and BODYCOMBAT™. Les Mills workouts are delivered by 130,000 certified Instructors in 21,000 gyms across 100 countries, as well as via the LES MILLS+ streaming platform and Virtual Reality (VR). The company was founded by Les Mills – a four-time Olympian who opened his first gym in 1968 with a vision to bring elite sports training to the masses.

1. [↑](#footnote-ref-2)
2. 1-5 Les Mills commissioned international research surveyed 4,000 people across UK, US, China and Germany, aged 16-26. [↑](#footnote-ref-3)
3. [↑](#footnote-ref-4)
4. [↑](#footnote-ref-5)