**ADIDAS TERREX AND NATIONAL GEOGRAPHIC UNVEIL AURORA BOREALIS-INSPIRED COLLECTION**

* **The second drop in a multi-seasonal collaboration elevates high performance trail and hiking wear with stunning photography of the Northern Lights**
* **The 25-piece collection is fronted by limited-edition versions of the TERREX Swift R3 GORE-TEX NatGeo hiking boot and TERREX National Geographic Softshell and Fleece Jackets**
* **Available from 27th September on adidas.com on the adidas app and in selected retail – exclusively for adiClub members**

**Herzogenaurach, September 20th, 2023 –** Following the successful inaugural launch last Spring, adidas TERREX and National Geographic join forces once again with a new eye-catching collection designed to capture the awe-inspiring beauty of the Aurora Borealis.

**Nadia Svensson, Senior Product Director BU Outdoor said:** “Nature is special beyond words. It has the power to create indescribable emotions. And not many spectacles encapsulate this better than the Northern Lights. Together with National Geographic, we’ve captured the beauty of this phenomenon in fresh ways across a 25-piece collection which we hope inspires adventure-seekers to get outdoors and experience the transformative benefits of nature.”

The core images of the Northern Lights, as captured by National Geographic photographers, are interpreted in different ways on different products, taken through different hues and applied in different places per garment. These include:

* The **TERREX Swift R3 GORE-TEX National Geographic hiking boot** – Blending the lightweight design and cushioning of a trail running shoe with the stability and durability of a hiking boot
* The all-gender **TERREX National Geographic RAIN.RDY 3-IN-1 Jacket** –Combining 2.5L waterproof RAIN.RDY shell and polar fleece inner jackets for elevated protection and versatility with a strong visual design inspired by the northern lights.
* The **TERREX National Geographic Softshell Jacket** – A functional and stylish option for any adventure outdoor-seekers may have on their agenda. Reinforced shoulders, chest and forearms provide abrasion resistance.
* The **TERREX National Geographic High Pile Fleece Jacket** – The perfect add-on for chilly days in the great outdoors. The Fleece Jacket features reflective elements that ensure visibility and safety in the low lights.

The collection will be available from 27th September on adidas.com/outdoor, on the adidas app and in selected retail – exclusively for adiClub members.

*#auroraborealis #journeysofwonder #adidasterrex #natgeo #natgeolifestyle*