

**adidas arrives on Roblox, bringing the iconic Three-Stripes to a range of digital products**

**HERZOGENAURACH, Germany, 7 December 2023:** Today, adidas launches the iconic three-stripes brand on Roblox, a global, immersive platform for communication and connection. The experience kicks off with pop-up stores, carrying officially licensed digital clothing and bespoke outfits for the platform (UGC). These digital wearables and accessories will begin appearing across a range of Roblox experiences, fusing physical and virtual realms to bring adidas’ famous designs to a new generation of digital trendsetters and innovators. Roblox users can now dress up their avatars with some of adidas most iconic pieces such as the firebird tracksuits. All items will be available on the Roblox Marketplace , ensuring accessibility and convenience for Roblox users.  
  
As part of the diverse range of UGC collections immediately on offer, adidas has joined forces with top Roblox creator Rush Bogin (Rush X) to craft a range of exclusive, limited-edition UGC that will be available on a first-come-first-served basis. Following the initial release, additional designs for both adidas and *adidas x Rush X* collaboration products will be introduced, with new drops scheduled weekly throughout December. The *adidas x Rush X* collection will be available alongside a wide range of iconic looks that will be brought to new life from the brand’s existing and upcoming collections.

Self-expression, creativity, and user experience are at the heart of this of adidas entry into Roblox. adidas has created a range of apparel that embodies the playful, imaginative, and visually bold spirit of Roblox, while staying true to adidas’ contemporary and performance-driven character. The brand’s venture into the digital realm will also create connections with new audiences, while offering long-standing adidas fans the chance to collect and style official UGC on Roblox, through new avatar customization options.

**adidas Virtual Pop-Up Stores**

Millions of Roblox users now have the chance to discover the first adidas pop-up shops in some of their favorite experiences, with more stores being regularly introduced in the following weeks. Users can explore the first of these pop-up shops in the following experiences: Princess Dress Up Obby, Cotton Obby!, Seaboard City, Theme Park HeideLand, Noob Train, Dream Island, and Ultimate Ragdoll Playground.

Stocking an array of UGC apparel and accessories inspired by the brand’s SS24 physical collection, there is something to fit each users’ tastes and love for the three-stripes brand. Exemplifying the bold, stylish, and creative aesthetic adidas is celebrated for, the product range includes designs that echo adidas’ physical-world apparel, as well as eclectic, offbeat merchandise crafted specifically with Roblox’s exciting virtual environment in mind. The adidas packs will be refreshed and updated on a regular basis, with new UGC added each week.

**adidas x Rush X**

*adidas x Rush X* packs will include limited-edition items available at no cost (one item per user) for the first 10,000 units.

The prices for the *adidas x Rush X* packs will range from, 85 Robux, gradually increasing up to 500 Robux.

The digital items in the packs will include adidas Oversized Trefoil Cross-Body Bag, Trefoil Crown with Halo, Black Hair with Beanie Headphones and more. These items will only be available in limited quantities, so users must act fast to add the exclusive styles to their in-game clothing collections.

To purchase an UGC from this new range of packs, visit one of adidas’ pop-up stores within a participating experience, or explore the adidas catalog on the Roblox Marketplace, from December 7th.

**ENDS**

**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.