**adidas and Rui Zhou release dance-inspired sportswear collection**

* Inspired by dance and crafted for comfort, the sportswear collection celebrates the female form in movement
* A fusion of adidas’ sports DNA and Rui Zhou’s distinct style, the capsule launches eight statement lifestyle pieces including a Bodysuit, Side Split Maxi Skirt, Dress and the new AVRYN footwear
* Launching on 1 March, adidas Designed by Rui Zhou collection is available via selected retail stores, and online at adidas[.](adidas.com)com

**8am CET, 1 March, Herzogenaurach Germany**: Today, adidas announces the launch of its collaboration with world-renowned womenswear designer Rui Zhou with the **adidas Designed by Rui Zhou** 2024 Spring/Summer collection.

The new capsule brings Zhou’s celebrated signature style of fabric manipulation and striking cut outs - which have accrued a fanbase of some of the biggest names in music culture - to adidas sportswear, creating a collection that effortlessly intertwines rhythm, style and comfort across eight striking and dynamic pieces. Featuring a Bodysuit, Bike Shorts, Sweatshirt, Tracksuit and Side Split Maxi Skirt - each piece is a unique celebration of the female form, designed to be worn as statement piece or layered for comfort with a stylish edge.

The nine statement pieces and are presented in either a pastel spring colour pairing of lilac and grey, designed to bring energy and vividness, or classic black and white for a monochromatic look. Standout pieces include the adidas Designed by Rui Zhou Dress and Rui Zhou’s reinterpretation of the adidas AVRYN shoe. The adidas Designed by Rui Zhou Dress features a dramatic side split and eye-catching cut outs to enhance how movement not only looks but feels. The dress symbolises a true coming together of both brands, the adidas 3 Stripe is emblazoned across this striking silhouette. The Rui AVRYN shoe is a new ballerina inspired silhouette featuring adidas’ BOOST and Bounce technologies for versatility and comfort, with an added pop of interest from a bold metallic heel. Accompanied by either an ankle or knee-high socks featuring Zhou’s cut out design, the adidas Designed by Rui Zhou AVRYN footwear encourages the community to boldly style their looks as an homage to self-expression.

**Rui Zhou said:**   
*“I’m delighted to launch this capsule with adidas, with free-flowing movement at its core, combining our signature cut-outs, layering and sheer texture with adidas sportswear to create pieces that are easy-wear but with attitude. Each piece heroes the female form in all its facets, championing and juxtaposing strength and delicacy, repose, and exertion. Together, we aim to inspire our communities to embrace the softness and delicacy of movement whilst celebrating imperfection and fragility into the everyday.”*

**Tim Smeets, Senior Product Manager, adidas said:**

*“This has been such an exciting collaboration to work on as we had a clear vision inspired by Rui Zhou’s work since the beginning. Rooted in movement, the interplay of creativity, emotions, style and sport this capsule embodies will offer our community a new way to express themselves.”*

The **adidas designed by Rui Zhou** collection is available from today (1 March) at select retailers. For further details, please contact [INSERT LOCAL MARKET CONTACT DETAILS]

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**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 RUI ZHOU**

Founded in 2019, Rui Zhou creations feature novel physical aesthetics and perspectives, allowing a wider range of women and individuals from diverse backgrounds to feel inspired and recognized, and empowering them to confidently express themselves in their own ways. Rui Zhou’s creativity explores imperfection, she expresses her fascination with unfinished and broken things, whilst uplifting the duality of fragility and strength in these things. Advocating for the connection between clothing and the wearer's body to find self-expression and ultimately "love what makes you, you". Rui Zhou's designs have been showcased multiple times at Paris Fashion Week and have earned her numerous accolades in both Chinese and international fashion competitions. Notably, she was the first Chinese designer to reach the finals of the LVMH Prize and ultimately won the 2021 Karl Lagerfeld Prize.