

**ADIDAS INTRODUCES TWISTKNIT AND TWISTWEAVE AS PART OF ULTIMATE365 RANGE**

* New material concepts manipulate yarns at the fiber level to offer an alternative way to achieve stretch in place of elastane
* Aims to provide golfers with better range of motion while reducing overall weight and density of the material
* Available in styles for both men and women on [adidas.com](http://www.adidas.com/ultimate365), the adidas app and at select retailers as part of the Ultimate365 apparel range

**CARLSBAD, Calif. – March 18, 2024 –** The [**Ultimate365**](http://www.adidas.com/ultimate365) apparel range from adidas has always featured the latest performance material innovations from the brand. Today, adidas Golf is introducing new adidas material concepts as part of the Ultimate365 range – **TWISTKNIT** and **TWISTWEAVE** – that manipulate materials at the fiber level to unlock a new pathway to performance. All products in the Ultimate365 apparel range for both men and women are available now on [adidas.com](http://www.adidas.com/ultimate365), the adidas app and at select retailers worldwide.

Pioneered by specialist teams within the golf category at adidas, TWISTKNIT and TWISTWEAVE are new material concepts that the brand is introducing for the first time. Aimed to provide golfers with better range of motion while reducing overall weight and density of the material, TWISTKNIT and TWISTWEAVE unlock a new pathway to performance.

[EMBED LINK TO YOUTUBE VIDEO](https://www.youtube.com/watch?v=A4o1RTw8840)

The way it works is that after the material is constructed, it goes through a transformative step where the yarns are coiled – or ‘twisted’ – to then act like micro-springs within the fabric structure. The result is that these yarns both offer flexibility and freedom of movement when needed most and provide recoil to help maintain the garment’s overall shape. When compared against similar pieces in the range, adidas also discovered that TWISTKNIT and TWISTWEAVE offer golfers performance in a lightweight package, ultimately saving 30 to 40% in overall weight when compared to similar products. As with all pieces in the Ultimate365 range, the intention with TWISTKNIT and TWISTWEAVE is to help golfers worry less about their gear so that they can focus more on their game.

“Ultimate365 is our apparel range where we lead with performance and products are designed with the intention to help eliminate distractions so that golfers can maintain the highest level of focus on the course,” said Shaun Madigan, global director of apparel, adidas Golf. “TWISTKNIT and TWISTWEAVE bring this ethos to life in a completely new way. It’s a difference we believe golfers will feel as soon as they wear it.”

“As we set out to bring TWISTKNIT  and TWISTWEAVE to life, we were hyper-focused on what we wanted to achieve,” said Chase Aaronson, senior manager of materials development, adidas Golf. “Golfers need materials that perform, so we’re proud of what we were able to accomplish with this new concept. We believe it can truly introduce a new era in performance apparel applications, even to other sports beyond golf."

TWISTKNIT and TWISTWEAVE are featured in select pieces in the [Ultimate365](http://www.adidas.com/ultimate365) range for both men and women this season and will continue to be incorporated in more areas in the future. All products from the Ultimate365 range are available now on [adidas.com](http://www.adidas.com/ultimate365), the adidas app and at select retailers worldwide.