**ADIDAS SPORTSWEAR INTRODUCES NEW RUNNING-INSPIRED FOOTWEAR, LIGHTBLAZE, DEBUTED BY TATE MCRAE AND BRADLEY BARCOLA**

* adidas Sportswear’s new Lightblaze is a running-inspired lifestyle silhouette, designed to support all-day movement – the perfect base for minimalist fits from day to night
* Showcased by Tate McRae and Bradley Barcola – both known for their sport-inspired personal styles – the new footwear offering is for those who want to move through life with comfort and speed
* The new Lightblaze is available from February 27, 2025 [markets to add in local RID date] in stores and on [www.adidas.ca/en/sportswear](https://www.adidas.ca/en/sportswear) [markets to insert their local SEO link\*]

**Herzogenaurach, February 27, 2025:** Today, adidas Sportswear begins its Lightblaze era, dropping the first model from its new sneaker line. Born from sport, worn for style, the shoe is embedded in adidas Sportswear’s comfort-first DNA, providing a versatile footwear offering for those who want to move through the world in comfort and style on their feet.

Fronted by singer **Tate McRae** – who recently joined the three-stripe brand – and Paris Saint-Germain forward **Bradley Barcola**, the campaign showcases their signature aesthetics, which redefine the boundaries between athletic performance and fashion-forward style.

Built to support those with busy, active lifestyles, Lightblaze taps into the trending comfort meets style design code. Blending monochromatic color block detailing with lifestyle characteristics, complemented by bold three-stripe branding on the outer foot, the shoe is perfect for elevating a minimalist fit, or styling down for a no-fuss look. The upper features a mix of overlaying and underlaying materials – contrasting suede, leather and mesh – for added texture to accompany the sharp design edges.

Bringing a running aesthetic to all of life’s in-between moments, the new model is equipped with adidas’ leading performance technology, boasting a full-length Lightstrike midsole – inspired by adidas’ record-breaking Adizero running family. The resilient and responsive foam provides 360° lightweight cushioning for faster movement, making the sneaker ideal for day-long wear. Combined with a full-length rubber outsole, the shoe delivers maximum grip and durability for moving through life – whatever path it takes.

**Speaking about the new shoe and her second campaign for the adidas family, Tate McRae says:** *“When pulling together my everyday look, my footwear choice is always so important. From tour rehearsals to meeting friends for dinner, I need a shoe that can take me from day to night and promise me ultimate comfort, which is why I am a huge fan of adidas Sportswear’s new Lightblaze model. Stylish, comfy, and perfect to mix and match with all my fits.”*

**Aimee Arana, Global Senior Vice President adidas Sportswear and Training, says:** *“adidas Sportswear translates innovation from the field of play into modern lifestyle products, and this is exactly how we approached the creation of Lightblaze. We know our consumers have fast-paced lives and want lightweight comfort in their footwear, so we brought technology from our record-breaking Adizero running shoes into the lifestyle world to provide responsive cushioning, all day every day.”*

With fresh new colorways and updated silhouettes dropping in 2025, the Lightblaze family will transcend seasons to become the must-have sneaker for everyday movement.

The first Lightblaze model is available from [markets to insert local RID date] in stores, on the [adidas website](https://www.adidas.ca/en/sportswear) [markets to insert their local SEO link\*] and via the [adidas app](http://www.adidas.com/adidasapp).

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**NOTES TO EDITORS:**

**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 €21.4 billion in 2023.

For more information, please visit [www.adidas-Group.com](http://www.adidas-Group.com).

**\*Market SEO PLPs**

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