**ADIDAS LAUNCHES RS15 AVAGLIDE – A RUGBY BOOT BUILT BY AND FOR WOMEN’S RUGBY PLAYERS**

* RS15 Avaglide is a women’s specific boot, built to support the performance requirements of athletes in modern day rugby
* The design was developed based on feedback and foot sizing data from adidas’ roster of professional rugby and amateur athletes, combined with research data on male and female anatomical differences
* The brand-new boot is priced at €160 and is available to purchase today via [www.adidas.com/rugby-shoes](http://www.adidas.com/rugby-shoes).

**Herzogenaurach, 2 June, 2025 –** Today, adidas unveils the RS15 Avaglide, the first-ever women’s specific rugby boot available to players of all levels - created to support the performance requirements of women athletes in rugby.

Founded on 75 years’ worth of experience in working with elite athletes, teams and governing bodies across sport, adidas undertook a comprehensive study of foot data from rugby players at all levels - including the current New Zealand and France men’s and women’s teams - and combined these findings with qualitative player feedback and a wealth of independent research data on male and female differences.

The results identified the opportunity to provide the best possible support for women athletes, based on the differences commonly found between male and female feet.

Research showed an opportunity for a different heel structure, given the fact the female heel is typically narrower than their male counterparts. Therefore, to provide a more comfortable and supportive structure around the achilles, a new **waterfall heel system** has been applied to provide a more adaptive fit, than the shape more widely found on a gender-neutral boot. This additional support and cushioning are achieved by adding a dense foam lining, which wraps over the top edge and extends down the back of the outer heel of the boot, like a cascading waterfall.

The study also uncovered a typically broader forefoot for women when compared to men. Supporting movement in the region, a set of **TPU support inserts** mold to the shape of the wearer’s foot by allowing for stretching zones in the leather to cater for a wider front foot.

Finally, the study also revealed that female athletes are more likely to over-pronate - where the foot rolls inward - due to typically broader hips resulting in a wider gate than the male equivalent. To provide additional arch support and help work against over-pronating, a **molded sock liner** in the midfoot region and an **asymmetrical lacing system** combine, to provide the necessary foot lockdown.

The RS15 Avaglide will be worn by some of the game’s biggest names including Chelsea Bremner, Emily Scarratt, Ilona Maher, Jess Breach, Stacey Waaka, Manaé Feleu and Renee Holmes, as they compete for the biggest prize in rugby this summer.

**KERRYN FOSTER, GM SPECIALIST SPORTS AT ADIDAS, SAID**: “*Our founding commitment has always been to provide only the best for the athlete and the new RS15 Avaglide is the latest representation of that. As the first-ever women’s specific rugby boot available to players of all levels, it is an essential moment that provides our partners with technology and design built for them. We can’t wait to see the players performing in them on the biggest stage at this summer’s tournament.”*

**ILONA MAHER, ADIDAS ATHLETE, SAID**: “*It’s a big moment for women’s rugby players at all levels – one that will make a huge difference to our comfort and experience while playing the sport. One of the key factors in my decision to partner with adidas was their commitment to the continued growth and development of women’s rugby. When I saw the plans for the RS15 Avaglide, I couldn’t wait to try them out. The game has needed this and I’m excited to see the impact this will make for women and girls’ players across the globe.”*

**JESS BREACH, ADIDAS ATHLETE, SAID**: “*It’s a great moment for our game to have a boot built specifically around our performance needs. Having been involved throughout the testing and development process with the adidas team, I know the extent of the work that has gone into creating the RS15 Avaglide – I can already testify to the difference I have felt wearing them in training.*

The new boot is available in two colorways – an off-white punctuated by a purple, green and blue graphic across the lateral, medial and heel regions and a core black version – to be worn by the Black Ferns on the sport’s biggest stage.

Two models cater to all positions and levels of play – the RS15 Avaglide (€160) for top-end performance needs and the RS15 Avaglide Rise (€95), providing a performance-first model at a lower price point. The range is available to purchase today via [www.adidas.com/rugby-shoes](http://www.adidas.com/rugby-shoes).

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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 62,000 people across the globe and generated sales of €23.7 billion in 2024. For more information, please visit [www.adidas-Group.com.](https://urldefense.com/v3/__https:/www.adidas-group.com/__;!!IfJP2Nwhk5Z0yJ43lA!JJLI3a6f-zL-P3G34Q5R4n_E1fUFc3R0h127WlM-iEwlL1SqY-eZSCkWweOO1i058XIxlEWbN4cuz3BUMGM-VmGaAW6XIEZlX1M$)