**Y-3 reimagines tennis style with disruptive new performance collection and striking campaign featuring top adidas athletes**

Premiering on court at the final major tournament of the season in New York, this autumn, Y-3 continues to shape a new vision for performance driven athletic-wear with a full footwear, apparel, and accessories collection – designed for the world’s best tennis players. Redefining the visual codes of tennis culture, the new collection explores the symbiotic divergence between performance innovation and creative expression.

A polyphonic collision of sport, considered technique, and evocative graphic treatments, the 18 piece range for men and women adopts the thematic motifs of Y-3’s Fall/Winter 2025 creative direction, including artworks inspired by the Japanese ink techniques of Suibokuga, which emulate fossilized amber. The clean straight lines of the apparel silhouettes characterise pure precision, while unexpected asymmetric details pair with the vivid graphic treatments to deliver a unique approach to Tennis aesthetics.

Equipped with adidas’ CLIMACOOL advanced material technology, the fabrics wick and disperse sweat faster to support cool, dry and distraction free movement on court, while subtle details, such as hidden front zippers for enhanced comfort, inner panties within skirt linings for tennis ball storage and integrated inner bras for additional support, further drive performance.

Hero pieces from the range include the Y-3 WOW Dress for women and the Y-3 Tennis FreeLift T-Shirt Pro for men – boasting splashes of the ink-style print wrapped around the corners of the garments, with the Y-3 logo emblazoned across the left chest. The footwear selection, meanwhile, features Y-3’s disruptive take on adidas’ Tennis silhouettes including the Defiant Speed 2, the Avacourt 2, the Adizero Ubersonic 5, the Barricade 13, and the Adizero Cybersonic 2.

Shot by Michael Hauptman, the collection is brought to life through an evocative series of images that subvert traditional Tennis imagery, shifting from pinnacle moments to the often-overlooked brilliance of preparation. adidas Tennis athletes — including Jessica Pegula, Iva Jovic, Sascha Zverev, Stefanos Tsitsipas, and Jakub Menšík — are captured in an abstract celebration of the spirit of late-night training sessions – each image exploring the harmony between creativity and perseverance.

Y-3’s Fall/Winter 2025 Tennis collection arrives on August 15th 4pm CET and is available at <https://www.adidas.com/Y-3>.

adidas.com/Y-3

#Y3

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**NOTES TO EDITORS**

* Premiering on court at the final major tournament of the season, the collection is crafted to challenge and redefine the visual codes of tennis apparel design
* The 18-piece range for men and women boasts contrasting straight and asymmetric silhouettes with bold graphic designs inspired by Japanese ink painting techniquesss
* Follow [@adidastennis](https://www.instagram.com/adidastennis/) on Instagram to see the collection in action on the courts of New York.