

UNIQUE **STYLE** PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS



**USP INSPIRE:**  
ELEVATED FUNCTION



A new focus on **function** emerges, as consumers want **maximum performance** from whatever they buy - be it sportswear, accessories or even cleaning products. **Carefully considered colour** and **multi-purpose functionality** elevate designs to the next level.

**Beyoncé** dropped her new **Ivy Park x Adidas** collection at the end of October, using the hashtag *#ThisIsMyPark*. *Drip 2* includes **gymwear essentials**, such as cycling shorts, leggings and sports bras, but also showcases **3D knitted bodysuits, mesh trench coats** and a **tailored tracksuit** with wide leg pants, combining **sportswear** and **loungewear** looks with a hint of **casual tailoring**.

More recently, **Beyoncé** announced a multi-year partnership with **Peloton** where she will help **curate classes** for the fitness company's subscription service.

# USP INSPIRE: ELEVATED FUNCTION

# MOOD

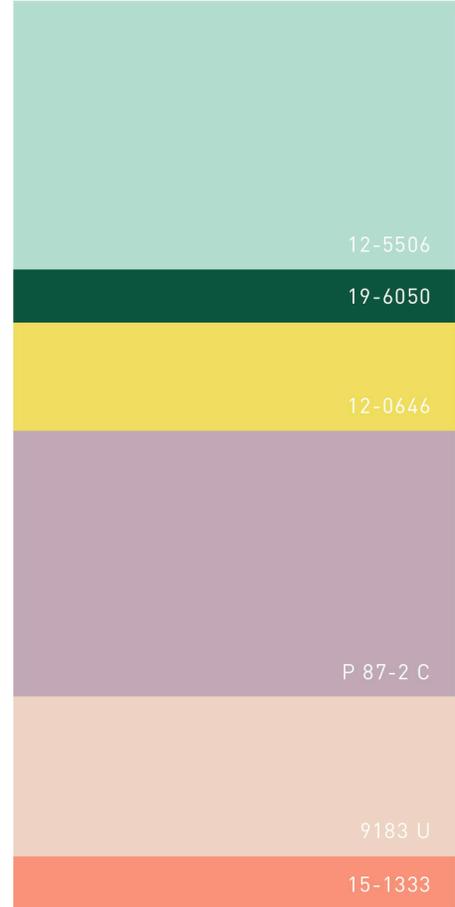


- KEEP IT MOVING
- DON'T STOP NOW
- EVERY MOVEMENT MATTERS
- MAKE YOUR MOVE
- MOTIVATION IN MOTION

Be inspired by a clean and functional mood, with high performance materials, sports separates, elevated essentials and motivational messages

# USP INSPIRE: ELEVATED FUNCTION

# COLOUR



12-5506

19-6050

12-0646

P 87-2 C

9183 U

15-1333

Be inspired by a palette of sporty yet feminine tones, combining soft aqua, lavender and peach with pops of forest green and highlighter yellow