

UNDER EMBARGO UNTILL 31-06-2017

Fall/Winter 2017 collection: adidas Originals to launch new iPhone accessories

adidas will launch its new Originals FW17 collection from July onwards

- New collections include Suede, 70's, EQT, XbyO
- Color updates on Metallic Clear Cases & Dual Layered
- Backwards compatibility update for iPhone 6/7 & iPhone 6/7+
- Some cases also available for Samsung and iPhone update when device launches

Tilburg, July 1st –

GAZELLE SUEDE RANGE



The new suede cases in tonal designs for 6/7/+ give them a preppy look. The back is fully wrapped in faux suede, which extends beyond the device's body to ensure perfect protection from knocks and falls. The back is also featured with an embossed Trefoil logo, the snap case is available for €24.95 in three colors: black, blue and red and the booklet is available from €29.95.

METALLIC CLEAR RANGE



The design leaves nothing to be desired, either – that particular adidas Originals spring summer style will especially appeal to those that love that street-sportswear look. The cases are available in metallic burgundy, silver, military green and gunmetal design, and are available for €19.95 RRP.



DUAL LAYER PROTECTIVE RANGE

The dual-layered hard cases combine technical sophistication with a uniform look, and feature a TPU base and embossed adidas Trefoil. TPU is a sturdy, non-slip rubber material that will protect your mobile device while keeping it comfortable to hold. Polycarbonate is a durable, robust material that encloses the base from the outside. The hard cases are available for €29.95 RRP.



XBYO RANGE



An essential re-imagined in this adidas Originals collaboration with XbyO for Zen-like simplicity. Made from expertly cut alcantara give this collection pieces that are soft to touch, feel great and offer a generous grip. Featuring a white 'X' on the front to put a new twist on street wear and offers detailed elegance. The cases are available for iPhone 6/7/+ from €39.95 RRP.

EQT RANGE

Flash back to the '90s with this reinvented snap case inspired by the Equipment running shoe. The cradle from flexible TPU guarantees easy removal of your phone. Detailed in authentic style with a tone-on-tone card pocket on the front and a heat-transfer Equipment ADV logo for a clean look and are available for iPhone 6/7/+ from €29.95 RRP.



70'S RANGE



These seasonal adidas Originals cases helps protect your phone from impact and wear and tear. It's made of ultra-light TPU that's impact-resistant for optimal protection for your device. The case features 70's print for a stylish look and are available for iPhone 6/7/+ from €24.95 RRP.



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About adidas Originals

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel - adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.

About Telecom Lifestyle Fashion

Telecommunications meets lifestyle and fashion – Telecom Lifestyle Fashion BV is a global partner for licensing, designing, developing, manufacturing, marketing and distributing high-quality protection accessories for mobile devices in leading luxury, lifestyle and fashion brands, a company with a passion for mobile communication accessories.

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