

adidasUltra BOOST running shoes, a great running experience unprecedented 2015-01-23 14:41:32

With the adidas running shoes Ultra BOOST best ever released, with industry-leading performance of energy feedback known for revolutionary science and technology BOOST ? taken a bold new step. The conference site in New York City, hundreds of shoe lovers from all over the world to witness the ? Blake (Yohan Blake), ? David Villa (David Villa), Sami - Watkins (Sammy Watkins) and a group of elite athletes who expressed loyalty to this revolutionary technology.

By using field test demonstration ARAMIS system, to participate in the conference of athletes and guests to personally experience the Ultra BOOST superior performance. ARAMIS system also is NASA (NASA), the Boeing Company and Audi used for crash tests, vibration analysis and durability study. adidas using ARAMIS 3D shaping and surface measurements, performed Ultra BOOST was developed to provide a perfect fit running experience. Ultra BOOST perfect adaptation runners each step, the wearer BOOST ? Technology provides unparalleled performance and superior energy feedback support force, and hundreds of kilometers away in the can adapt to various road conditions and maintain comfort.

"In order to meet the world's athletes demand more energy feedback, we are committed to creating an unprecedented best running shoes in the Ultra BOOST us achieve this goal." Adidas global brand executive committee member Eric ? Litke (Eric Liedtke) said, "adidasBOOST technology to enhance the industry standard and will continue to be people who dare to follow the development of new energy jogging path on the journey."

unparalleled energy feedback

To make runners more direct contact with BOOST ultimate performance, Ultra BOOST abandon the traditional EVA midsole, and compared with the general BOOST running shoes, the use of 20% * of BOOST material - industry-leading best energy Feedback material. In addition, BOOST technology base is composed of thousands of small particles to store energy polymerization, hundreds of kilometers in any road conditions, is able to output leg runners endless energy.

free stretch

Ultra BOOST PRIMEKNIT innovation and upgrading on technology, energy and BOOST unrivaled performance complement each other feedback, so as to achieve a high degree of comfort, support and a great new height stylish appearance.

In the process of running, runner foot width will increase by at least 10 mm, and when this change once the foot of the upper bound, it will cause unnecessary friction and severe discomfort, and thus lead Running the most important injury - blisters. And other popular knit uppers technology is different, Ultra BOOST use of science and technology innovation PRIMEKNIT knit uppers, loose and comfortable, can fully wrap your feet, perfectly adapted to the foot movement, so that any one can be free of foot stretch. Not only enhance the shoes of comfort and support, but also the risk of leg abrasions and blistering runners minimized.

"Ultra BOOST use of science and technology can complement each through as a custom-like fit, look and feel and touch, to accommodate runners provide highly energy performance." Adidas Running Ben Herath said vice president of design. " When we put innovation into another level, Ultra BOOST smooth contour just as its own outstanding performance as good. "

release energy

Stretch Web outsole is one of the most advanced technology Ultra BOOST use, so soft and sensitive foot, ran a sense of strength to the full, to follow the footsteps of the movement to make the natural extension and adaptation. Eyelet design flexibility BOOST effective use of energy release for each step of the runners are injected incomparable vitality, and provides excellent visual effects. outstanding support

Ultra BOOST heel with a new constitution, allowing free movement of the Achilles tendon. External heel support structure has been carefully adjusted feet can be fixed to meet the height in the movement of the Achilles tendon stretch. In addition, the new lightweight insole foot in line with the natural form of the runners, to bring comfort custom-like experience.

Ultra BOOST while embedded in the sole of a new 2-fold density TORSION & regsystem. There are more free moving space between the heel and the forefoot allow to provide excellent stability, so that every step you are more agile ran naturally.

NEIGHBORHOOD x adidas Stan Smith Real debut 2014-02-24 20:59:57

To commemorate the 50th anniversary of the birth of adidas Originals Stan Smith, adidas Japan to join the trend of giant NEIGHBORHOOD, together to create a co-branded version. This joint work based on the Stan Smith classic contour, using excellent texture brown leather shoes material composition, combined with soft leather lining, and loaded on NEIGHBORHOOD signature style Logo in the toe, heel and other locations. Following the previous first exposure spy recently as this topic has finally released a detailed commercial information, it is learned the shoes will be the first sale in NEIGHBORHOOD Harajuku, Shibuya and major HOODS shop on January 2 next year .

24K x 11 by Boris Bidjan Saberi x Reebok Insta Pump Fury Appreciation 2014-05-06 22:43:00 To celebrate its trump card shoes Insta Pump Fury 20 anniversary of the birth, Reebok this year set off a wave of frenzied joint. The brand has to join Barcelona's famous shops and 24 KILATES launched last year and quickly became popular in the Pioneer brand 11 by Boris Bidjan Saberi, introduced a black and white for the joint. In the design process, designers will 11 by Boris Bidjan Saberi signature style of the number "1" in black and white contrasting color into the shoes into order to create a clear visual hierarchy, you may wish to enjoy some.

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