

# adidas Reveals adiPure apparel for Justin Rose at The Open Championship

Justin Rose journeys back to Royal Birkdale next week for The Open Championship, the site where he brought home low amateur honors in 1998. adidas is making sure he's ready.



Being the oldest of the four majors, the Open is steeped in tradition, which fittingly matches the traditional character that resides in every detail of Justin's adiPure apparel. adidas will outfit Justin in subtle blues and grays with pops of green as he seeks to become the first Englishman to win the Open since 1992. He'll be matching the **adiPure wool blend pique, double-face pinpoint, and classic solid and stripe polos** with the **adiPure cotton stretch pants**; relying on the **adiPure classic v-neck sweater, French Terry 1/4 zip** and **square quilted vest** to protect him from the elements on England's northwestern coastline.

*Justin's apparel - and the adiPure line in general - takes its inspiration from the classic nature of the game. The Open Championship embodies that purity in golf, and provides a perfect backdrop for what this collection is all about.*

— Davide Mattucci, global product director, adidas Golf

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#### ABOUT ADIDAS GOLF

##### **About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

##### **About the adidas Group**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the Group employs more than 60,000 people across the globe and generated sales of € 19 billion in 2016.

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