Adidas unveils its first hoodie made with wood-based fibers

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Adidas is pursuing its commitment to sustainable development with a first-ever hoodie incorporating wood-based fibers. Aimed at hikers, and in tune with nature, this model is the result of a long-term partnership with the Finnish start-up Spinnova, and will be available in a limited edition this summer.
After releasing the first low-carbon performance shoe with the Allbirds brand, adidas is making every effort to reduce plastic waste from its collections. Eight months after announcing its partnership with Spinnova, a manufacturer of eco-friendly fabrics awarded the prestigious ANDAM innovation award, the sports equipment manufacturer presents its first marketable product. It is a hoodie with a part of its fabric made from wood-based fibers.

In more detail, this new breed of sweater is composed of 25% wood-based fibers and organic cotton. Called "Terrex HS1," it is a multifunctional piece for hikers that can be rolled up into its hood to optimize storage, or can be used as a pillow for those nights spent in the wild.

This hoodie is the first in a long line of products from this ongoing partnership between adidas and Spinnova. The brand with the three stripes aims to create at least nine in 10 items with more sustainable technology, materials or manufacturing processes by 2025. In the meantime, the wood-fiber hoodie will go on sale in a limited number from July 2022.