Adidas invests in yoga with new collection and campaign

By Sandra Halliday — 9 May 2022

Adidas is investing heavily in its yoga offer with a dedicated “consciously crafted” collection “inspired by the elements” that “aims to support through every move and practice, with apparel for women, men, and kids”.

And it comes with a campaign that “celebrates what brings different people to the mat, no matter their background, ability, or reason to practice”.

With its “commitment to ensure everyone experiences the life-changing benefits of sport”, the campaign celebrates how and why athletes and partners from different sporting, cultural, and artistic backgrounds make space for yoga. Football star Paulo Dybala, international yoga instructor Adriene Mishler, plus Deepika Padukone and Gustavo Padron feature in the campaign.

The new Adidas Yoga Make Space Collection includes “versatile pieces designed to support through the full breadth of yoga practice and conditions”. They're “inspired by the elements – fire, earth, wind and water” – and are made in part with recycled materials.

Those elements show up in pieces such as the women’s Yoga 4 Elements Onesie, “designed for the demands of fiery yoga practices”. It “provides a second skin feel, with an Aeroready ribbed material that embraces the body and moves with the athlete through each pose”.

Water comes in for pieces inspired by swimwear such as the Yoga 4 Elements Top and Shorts that “offers all round practicality for yoga practices near the water”. The built-in panels under the arms and bonded leg openings provide more freedom of movement.
Wind is represented by the Versatile 4 Elements Windbreaker that also features “Adidas Wind.Rdy and gathered wrist cuffs to better protect against conditions, including the cold”.

And earth can be seen though items such as the men’s Yoga Tank Tee and Pant feature minimal detailing. The dropped arm holes and racer back on the Tank Tee provide greater freedom of movement while the pants’ side pockets feature a concealed zipper “to ensure comfort remains at the fore during every move”.

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