

## ADIDAS INSPIRES SELF-EXPRESSION IN SPORT WITH NEW VARSITY-STYLE JACKET

~ A contemporary take on the traditional letterman jacket, VRCT celebrates the heritage of team pride with customizable patches

~ Athletes Hima Das, Nikhat Zareen, Swapna Barman, Rohit Sharma, Dipika Pallikal & Manpreet Singh have created their own badges, each featuring a word that represents their personal story

**New Delhi, 13th September 2019** - adidas unveils the VRCT jacket, a fresh take on the classic varsity look that celebrates the team pride and self-expression.

Paying homage to the traditional letterman jacket, VRCT features a customizable badge that invites athletes to show the world who they are.

Worn by high school and college students world over to represent school and team pride, varsity jackets emanate individuality and success. VRCT reworks this iconic design for a classic bomber aesthetic with a sleek, modern fit. Featuring flexible, lightweight material, the jacket offers maximum freedom of movement, while a soft double-knit fabric enables year-round wearability.

To inspire creativity and self-expression, the VRCT jacket features a classic adidas 'A' team badge that can be interchanged with eight other badges :

### AUTHOR

You are the author of your own life. Choose your story, take ownership, and be your own protagonist.

### I'MPERFECT

Acceptance starts from within. Embrace your natural self and use your flaws as an armour, and you'll truly realise your potential.

### FAMILY

Everyone needs someone they can fall back upon when life throws challenges your way. Always put up for the hero who is your rock!

### BRAVE

Brave is believing. It's about breaking free and looking towards the future. It means building something from nothing.

### SACRIFICE

When you set a goal, you have to give your all. There can be no regrets. If you don't sacrifice, you'll sacrifice your goal.

### OCEAN LOVE

No Oceans. No air. No life. It IS cool to care.

### RKFC

The true symbol of unity expressed via football; the Real Kashmir Football Club.

### ALL ROUNDER

You are the ALL in one..

Consumers can choose a badge that resonates with their story.

**[Insert final creator name]** said: *“Sport is about showing the world who you are; your true potential, both on and off the field. VRCT takes the iconic varsity design and makes it a canvas for self-expression.”*

Manish Sapra, Senior Brand Marketing Director, adidas India, said: *“With the launch of the VRCT jacket, adidas embarks on a journey of celebrating self-expression and pride. The jacket emulates individuality. It is a versatile apparel designed to be worn on and off the field, with interchangeable badges and personalization options that help reinforce what you represent”.*

The VRCT jacket was unveiled by adidas Brand Ambassadors at DLF Promenade on the 13th of September at a media event with a panel discussion around self-expression and personal journeys of the athletes. The event saw lifestyle bloggers, influencers and a loyal customer group of adidas who painted their own canvas at the Makers Lab to communicate their idea of self-expression.

Two Indian designers - Aaquib Wani and Dhruv Kapoor collaborated with the leading lifestyle brand to create their own renditions of the VRCT jacket, relooking the heritage product from a fashion lens, lending it a voice of its own.

adidas also collaborated with communities from other walks of life like Kommune (a storytellers collective) and Gaysi (Desi-Gay community) to represent what they stand for and to envelope us all in a moment of self-pride and acceptance. Artists like Tienas (Hip Hop rappers) and DJ Kani lent their voice of self-expression through their open mic performances ending the evening on a high note.

The VRCT Jacket will be available from 12 September 2019 in stores and online at [www.shop.adidas.co.in](http://www.shop.adidas.co.in)

Consumers can also have their own badge personalized at select stores.

adidas Store, DLF Promenade, New Delhi - September 13-15, 2019  
adidas Store, Linking Road, Mumbai - September 20-22, 2019  
adidas Store, Indiranagar, Bengaluru - September 20-22, 2019

To find out more, please visit: [www.shop.adidas.co.in](http://www.shop.adidas.co.in).

Product Pronunciation :

VEE-ARE-CEE-TEE

#WEREPRESENT