

# NEWS

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## **ADIDAS PARTNERS WITH BEYONCÉ TO RELEASE GENDER- NEUTRAL CLOTHING**

**As gender-neutral clothing becomes more prevalent, Adidas partners with Superstar Icon**

**Beyoncé to spread the message of inclusion and support.**

HERZOGENAURACH, GERMANY- “He/Him”, “She/Her” and “They/Them” are common pronouns used in today’s society. However, these pronouns don’t transfer into every aspect of life. In a world moving towards gender fluidity and complete inclusiveness, Adidas has decided to lead the charge to a better future for people of all orientations and backgrounds.

On Monday, Jan. 28 at 11:30 am, Beyoncé announced her confirmation as the campaign’s spokesperson at Adidas’ Headquarters in Germany. In attendance was Adidas’ Board of Directors, department heads and members of the press.

“It is truly an honor to be considered for this position. In a world that is ever-changing and more inclusive than it has been in the past, I can’t fathom a more opportune time for me to be involved. Today, I will begin working with Adidas to spread the message of love, inclusion and support to all people, regardless of their orientations or identity,” stated Beyoncé in her confirmation address.

-MOVE-

The clothing line will range from leisure wear to generalized athletic attire such as joggers, shorts, t-shirts and outerwear. Articles of clothing in this launch will not be advertised or marketed as “Men” or “Women,” but known as the “Superstar” line.

“It is truly a great time to be involved with Adidas at this time. We are making strides daily to lead the industry not only in apparel, but also in diversity. We want to be a brand that people are proud to own and wear, and by launching our “Superstar” line we are doing just that,” said Adidas CEO Kasper Rørsted.

Chatter from Twitter, Instagram and Facebook has been positive, and members of the LGBTQ+ community are ecstatic of Beyoncé’s decision to partner with Adidas for this monumental launch.

“Support has been growing for members of the LGBTQ+ community in recent years. We are no longer seen as ‘weird’ or ‘unusual;’ however, we are now seen as equals in society. With the help of influencers, artists and corporations, the stigma will vanish soon. Having Beyoncé serve as an ambassador for this cause is very exciting, and I can’t wait to see the work she’ll accomplish while in this position,” commented Herzogenaurach’s Chapter President of The Society of LGBTQ+ Citizens’ Union.

More information on specifics of the clothing items will be released this week, and pre-orders are already available. To purchase the gender-neutral clothing line, you can visit your area Adidas store beginning Feb. 19, or visit their website for pre-orders: [www.adidas.com](http://www.adidas.com).

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