Adidas links with Delta Galil on "underwear for all"

By Sandra Halliday - May 13, 2022

Adidas and Delta Galil Industries have linked up on full-range underwear collections for Adidas Originals and Badge of Sport. The underwear is said to be about "comfort at the core", with the SS22 collections "designed to support all forms of movement and expression by using super soft cotton and high-tech stretch fabrics to empower all bodies to realise their full potential".

The tagline for the launch is *Comfort is our sport*. Launching for SS22, the men's collections have debuted across the APAC, EMEA, Europe and Latin America regions, with the women's collections launching in the same regions as well as North America.

Comfort is clearly a key consideration for consumers when taking part in sport, but as the athleisure trend continues and they wear more sports product for everyday life, it’s a key consideration there too.

The two companies said they're “speaking to that collective rising-of-consciousness through intentional design and production”.

The offer includes thongs, bikinis, briefs, trunks and boxer shorts, plus an assortment of versatile bralettes, ‘bramis’, tank tops, bodysuits and T-shirts. Sizes range from XS up to 3XL with prices starting at $15/€13 and rising to $48/€60.

The tech in the line includes Adicolor Comfort Flex Cotton that incorporates Delta Galil's Reallasting technology “to maintain fabrics’ feel and shape after repeated washes”. They're also extensively using Tencel, while the items offer 720° stretch to “ensure an individualised flex fit for every body”.

Meanwhile Innoband tech “offers invisible coverage plus an ergonomic fit” and Refibra cotton “delivers premium natural fibres via upcycled cotton”. Various products also use recycled and dye-free yarn and the Real Cool Cotton is quick-dry and moisture-wicking.

Delta Galil President of D2 Brands Victoria Vandagriff said: “We’re experiencing a significant shift in the way people value intimate apparel and comfort – and both are being prioritised in a bigger way than ever before. Delta Galil has a long history of serving this market, and we are thrilled to introduce these versatile adidas ranges with the world. Comfort in this category is key and these collections are made to move with the wearer.”