

The Lone Star Shoe | Adidas

Serving as a Catalyst for a New Material Development
to Create a Revolutionary Product



Developing products that help athletes push barriers, break records and achieve top performance requires the design team at adidas to always keep up with the latest material innovations. The company's corporate membership to Material ConneXion® proved indispensable when it partnered with Olympic Athlete Jeremy Wariner to create a revolutionary new shoe for his 400m race at the Beijing 2008 Olympic Games.

adidas came to Material ConneXion seeking a material that emulated the sleek look of metal while being flexible and lightweight enough to achieve maximum speed. We put them on the right track when we introduced adidas' designers to SuperFabric®, an advanced line of high-performance textiles specifically engineered for strength and durability.

adidas was so impressed with the solution that it partnered with SuperFabric manufacturer HDM, Inc. to create a unique version of the material that met their exact aesthetic and technical specifications. The result, incorporated into the Lone Star Shoe, was one of the important innovations featured in this sneaker that helped Wariner bring home a Silver Medal for the United States. ■

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