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株式会社アルペン

adidas “ADIZERO EVO SL WOVEN ICON PACK” Water-repellent “ADIZERO EVO SL ATR” now available Alpine-exclusive colorways and a novelty campaign

Alpen Co., Ltd. (headquarters: Nagoya, Aichi Prefecture; President and CEO: Mizuno Atsuyuki), a retailer of sporting goods, will begin selling the adidas ADIZERO EVO SL WOVEN ICON PACK from Friday, January 16th, and the water-repellent ADIZERO EVO SL ATR from late January at Sports Depot and Alpen stores nationwide, as well as at its official online store.

The water-repellent ADIZERO EVO SL ATR is available in a colorway exclusive to Sports Depot and Alpen. Starting Friday, January 16th, we will be holding a novelty campaign where customers who purchase the ADIZERO EVO SL WOVEN or ADIZERO EVO SL ATR will receive a limited-edition clear pouch on a first-come, first-served basis. We will also be holding an entry campaign where customers who post a review of the EVO SL WOVEN on social media can enter to win the right to participate in a race or a running clinic.



■What is ADIZERO EVO SL WOVEN?

The ADIZERO EVO SL, Adidas' lightest training shoe, was released in November of last year and quickly captivated runners. The midsole is equipped with the full-length low-density, high-rebound material LIGHTSTRIKE PRO and a nylon DOGBONE in the midfoot area, providing excellent lightness and rebound for a smoother ride, but the upper material has been updated to WOVEN UPPER. Based on a highly elastic material, the shoe is reinforced in the necessary areas to reduce foot movement and improve fit. In addition, the heel cushion has been made thinner to better fit the foot, and TPU material reinforcement in the heel area has improved heel hold.

■What is ADIZERO EVO SL WOVEN ICON PACK/ADIZERO EVO SL ATR?

The ICON PACK, which will be released on Friday, January 16th, features new colorways based on monotone. It is recommended for running, everyday wear, travel, and more.

The ATR, scheduled for release in late January, features a new mudguard and a water-repellent ripstop woven mesh upper. Small nylon dogbones in the midsole provide a smooth, stable ride, while the lug-finished outsole provides firm grip.

■Sales Overview

• ADIZERO EVO SL WOVEN ICON PACK

Release date: Friday, January 16, 2026

Available at: Sports Depot and Alpen stores nationwide, official online store

• ADIZERO EVO SL ATR

Release date: Late January 2026

Available at: Sports Depot and Alpen stores nationwide, official online store

■Product details

• ADIZERO EVO SL WOVEN ICON PACK

9,800 yen including tax

[Men's] Available sizes: 25.0cm – 28.0cm (0.5cm increments), 29.0cm, 30.0cm



[Women's] Available sizes: 23.0cm – 25.0cm (0.5cm increments)



■ ADIZERO EVO SL ATR

20,900 yen including tax

[Men's] Available sizes: 25.0cm – 28.0cm (0.5cm increments), 29.0cm, 30.0cm

[Women's] Available sizes: 23.0cm – 25.0cm (0.5cm increments)

★Sports Depot Alpen limited color



★Sports Depot Alpen limited color

*Women's items will also be sold at Adidas directly managed stores.



■ ADIZERO EVO SL WOVEN special page

https://store.alpen-group.jp/campaign/sportsdepo_alpen/brand/adidas/running_shoes/evo_sl_woven/

■ Campaign details

① Novelty campaign

Customers who purchase the ADIZERO EVO SL WOVEN will receive a limited edition clear pouch on a first-come, first-served basis.

Event period: From Friday, January 16th until all novelties at each store run out.



② Application campaign

Those who purchase the ADIZERO EVO SL WOVEN and apply for the campaign will be entered into a lottery to win the right to participate in a race or a running clinic.

【Raffle prizes】

- Adidas Tokyo City Run entry (10 pairs, 20 people)
- Alpen TOKYO Running Clinic participation rights (80 people)

Application period: November 28th (Friday) to February 28th (Saturday)

Winners will be notified around mid-March

The lottery results will be announced by contacting the winners.

*Please note that the content and conditions of this campaign may change without notice.

For details of the campaign, please check the ADIZERO EVO SL WOVEN special page below.

https://store.alpen-group.jp/campaign/sportsdepo_alpen/brand/adidas/running_shoes/evo_el_woven/

About Alpen Co., Ltd.

Founded: July 1972

Capital: 15.1 billion yen

Financial Results: Sales of 268.6 billion yen, Operating Profit of 10.4 billion yen (fiscal year ending June 2025)

Business Activities: Product development and sales of various sporting goods, golf equipment, outdoor equipment, etc.

Management of golf courses, ski resorts, and fitness clubs

【Contact information】

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