



**FOR IMMEDIATE RELEASE**

## **ADIDAS OFFERS STYLISH FOOTWEAR, APPAREL AND ACCESSORIES WITH THE NEO LABEL SPRING 2011 COLLECTION**

For Spring/Summer 2011, adidas reinvents wardrobe must-haves with the adidas NEO LABEL, an assortment that fuses sport and style, creating casual head-to-toe looks for young, style-minded consumers. adidas NEO LABEL first debuted in the U.S. and China in July 2008 and has since expanded to most European countries and Japan. The spring 2011 collection will be available in [LIST COUNTRIES HERE] at retailers including [LIST RETAILERS HERE]. Items in the collection range in price from \$XX - \$XX.

This season, adidas NEO LABEL introduces the GO Squad, a group of up-and-coming teens that embody the NEO LABEL identity and are actively pursuing their respective passions. Featuring an array of rising musicians, models, actors and fashion icons, the Squad unites Trace Cyrus (U.S.), Jessica Brando (Italy), Tal (France), Chau PakHo (Hong Kong), Angela Yang "Angelbaby" (Hong Kong), Anita Bhounik (Russia) and Kylee (Japan). The GO Squad, created to bring together an international group of talented and passionate young men and women, exemplifies the personal style of NEO LABEL, radiating a fresh, active and approachable vibe.

Led by the Go Squad, NEO Label is bringing online games to the web like never before. Connected to fans and friends through Facebook, Twitter, Mixi, QQ and Vkontakte, NEO Label is the first brand to launch two motion detected webcam games that can be played directly within the Facebook news feed. Go Bowl or Go Trike by moving in front of your webcam to power up and control the ball or trike to sweet success. While you play, NEO Label is secretly recording your Go Face, that face you make when you're getting your game on. After the laughter subsides, share your Go Face through your favorite social network and tempt your friends to play. Additionally the website will host simple user generated animated gifs that allow the user to "snack on a sneaker, karate chop a water bottle or create the ultimate sneaker rainbow." All files are downloadable and shareable with your friends on various social networks.

Go see for yourself at [adidas.com/neo](http://adidas.com/neo)

Join adidas NEO label:

[Facebook.com/adidasneolabel](https://www.facebook.com/adidasneolabel)

[Twitter.com/adidasneolabel](https://twitter.com/adidasneolabel)

Also on: Mixi, RenRen, QQ, VKontakte

The collection offers the fashionable teen an assortment that inspires individuality and self-expression, while offering design that reflects the latest trends. adidas NEO LABEL offers casual sportswear, including apparel, footwear and accessories featuring vibrant hues, geometric graphics and exciting patterns. Keeping the interests of the style-forward teen in mind, the assortment includes customized pockets for MP3 players and holes for headphones worked into apparel and bags, creating fashionable solutions for the dynamic, young consumer.

The guy's assortment features graphic tees, cargo shorts and hoodies in vivid colors and patterns. Updated sneakers in primary, neutral and neon hues, flip-flops and graphic backpacks offer on-trend accessories that compliment the laid-back apparel. The guy's collection also incorporates inspiration from world-renowned athlete and style icon David Beckham, featuring classic American sportswear with a polished touch that will be available exclusively at Kohl's. The collection's basic sport-inspired styles incorporate extensive detailing, creative fading, and bold plaids and stripes.

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Girl's apparel is painted with vibrant colors and unexpected embellishments on zip-up hoodies, leggings and graphic tees. Pastel plaids, flirty florals, simple stripes and wild animal prints adorn feminine silhouettes and accessories. Sneakers in brights and pastels are offered in high- and low- top styles, while bags and small accessories perfectly compliment the trend-forward apparel for a fresh and casual summer look.

Classic denim styles combined with interesting stitching and colorful washes are highlighted throughout the collection. Girls' skinny and slim silhouettes, denim shorts and mini skirts are shown in shades of blue, black, aqua and purple. For guys, jeans are available in both slim and looser-fitting styles in light, dark and black denim.

*NEO LABEL* is part of the adidas Sport Style division along with Originals, Y-3 and SILVR. Each of these collections represents a different approach to fashion and NEO takes inspiration from all the adidas brands, along with today's mainstream trends, and combines them into an accessible label for fashion-forward youth.