



stella mccartney

## Introducing the new adidas by Stella McCartney fall/winter 11 collection

**Herzogenaurach, August 2011** – adidas by Stella McCartney enters the F/W11 season with a collection of sophisticated, clean and modern looks. The seven categories are created with the perfect combination of femininity and masculine detailing to give a strong air of confidence. Inspired by silhouettes from the world renowned designer's fashion offering, adidas by Stella McCartney continues to pioneer a fusion of style and cutting edge performance.

"Its workout wear with attitude, to make you feel stylish while you exercise, creating standout pieces that you can make your own" says Stella McCartney.

For the upcoming F/W11 season, highlights in the best-selling Running range include the Running jacket, Monogyna Runner in footwear and the Bum Bag in accessories. The range offers an individual styling while the sophisticated mix of blue tones bring a new look when mixed with the palette of green and grey. The stylish snakeskin print features throughout the must have pieces.

A requisite for the every F/W season, Winter Sports comes full of functional silhouettes, like the Ski Jumpsuit, perfect for the slopes and can be easily mixed and matched with the Weekender pieces such as the standout Corylus Boot and Weekender Rain Cape.

Another highlight is the Yoga range with a delicate palette of soft and feminine colours, which fade into each other with an added texture of layering of silhouettes. The range is easily combinable with a stylish mix of blue colours, featured in all the other ranges. The Yoga Zip Hoodie is a definite must-have alongside the Yoga Bag.

Also this season, the Tennis range continues to be showcased both on and off court by Caroline Wozniacki, the WTA world number 1. The Dane will sport a special white pleated dress accompanied by the Barricade VI Tennis shoes for F/W11 Grand Slam - the US Open. The Tennis range ensures high performance combined with sophisticated design details.

Alongside this season's latest Winter Sports, Running, Yoga and Tennis ranges, the collection also offers Weekender, Golf, Studio and Seamless Underwear.

## Information

The F/W 2011 collection hits retail in around 671 stores from July 2011 onwards, including high-end department stores - such as Lane Crawford, Isetan, Harrods and Nordstrom - as well as adidas Sport Performance and Stella McCartney stores, leading e-retailers and selected sports retailers globally. Apparel prices range from around 25 Euro for the Performance Hot Pant up to 450 Euro for the Weekender NC Performance Jacket. Footwear starts at around 60 Euro for the Thallo Ballerina and goes up to 200 Euro for the Fortanima Boots in the Winter Sports collection. Accessories are from 15 Euro for the Ankle Socks and up to 150 Euro for the Tennis Bag.

- Ends -

Notes to Editors...

Successfully grown since 2005, the adidas by Stella McCartney collaboration was launched with a spring/summer collection in February 2005 and remains a unique concept for women. The collection is deeply rooted in sport; the highly functional sports range consists of apparel, footwear and accessory pieces in Weekender, Tennis, Golf, Running, Yoga, Studio, Swim and Cycling for the spring/summer seasons, and Wintersports for the fall/winter seasons.

Other categories' points of difference not mentioned above:

### **Weekender**

#### Points of difference

- \* Clear cutlines and seaming details
- \* Futurist design with modern minimalism
- \* Sophisticated prints and textured fleeces

Highlights: Rain Cape

### **Studio**

#### Points of difference

- \* Can be used to and from the gym as well as in gym classes
- \* Performance pieces are functional yet feminine
- \* Soft, feminine and oversized silhouettes brought to Sportswear.

Highlights: CU Stu Long Jacket

### **Golf**

#### Points of difference

- \* Classic feminine silhouettes
- \* Biker inspiration for a creation of new look
- \* Preppy yet functional

Highlights: Golf Bag

### **adidas Better Place**

The adidas by Stella McCartney collection is part of the adidas Better Place Program. To be included within the Better Place Program, the materials must come from a sustainable source, be produced without dangerous chemicals, and be manufactured under the highest workplace standards with waste and energy management systems in place.

adidas is constantly reviewing this list as new information becomes available on where and how these environmentally sensitive materials are produced. Examples from the short list of materials we currently allow: recycled materials such as rubber, inlay soles, textiles, finishing's; organic grown cotton; naturally colored cotton and recycled polyester.

### **Main Technologies**

The adidas by Stella McCartney collection features cutting edge performance technologies such as:

**Clima 365** - which is an umbrella concept that encompasses all the Clima systems technologies (ClimaCool®, ClimaLite®, ClimaLite Cotton®, ClimaWarm®, ClimaProof®) providing a head-to-toe approach to temperature optimization. In turn, this allows you to stay dry, comfortable and performing at your optimal body temperature of 37°C in any given temperature or weather condition.

**PrimaLoft Insulation** – offers superior performance for high quality cold weather gear. Pimaloft is incredibly soft, lightweight and breathable with excellent water repellency so you remain dry, warm and comfortable.

### **Footwear**

BARRICADE VI is adidas' biggest selling tennis shoe and provides unbeatable stability on court for all players on a wide range of surfaces. Featuring adiWEAR® – a durable, non-marking rubber – the Barricade avoids early wear and tear, essential for both practice and matches. The TORSION® System technology provides the perfect mix of mid-foot stability and flexibility, while adiPRENE® cushioning ensures maximum comfort during even the longest of rallies.

Note: adidas offers products out of two different divisions: Sport Performance (leading technologies), Sport Style (Fashion Group and Originals). The adidas by Stella McCartney range is part of the adidas Sport Performance division.

For further information please visit adidas News Stream [www.adidas.synapticdigital.com](http://www.adidas.synapticdigital.com) or contact:

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