



stella mccartney

adidas by Stella McCartney took a part in Audi Lady Q3 Experience Day

November 5th, Hotel RIU Pravetz

On November 5, 2011 adidas Bulgaria organized exquisite fashion show presenting the models from adidas by Stella McCartney Fall / Winter 2011 collection. It was part of the exclusive launch of the new model Audi Q3. In the pleasant atmosphere of Hotel RIU Pravetz VIP ladies from business area had the opportunity to enjoy the exceptional style in the clothing of adidas by Stella McCartney. Among the attending guests were the famous stylist Kremena Halvadjan, TV host Gala and Valentina Voikova and others.



After an extremely enjoyable and exciting drive in the company of Audi Q3, women were brought to the catwalk, where they were watching avant-garde fashion show, including the latest models from the collection adidas by Stella McCartney F / W 2011. Clean and modern looks, a perfect combination of femininity and masculine detailing are the perfect addition to the newest member of the family of Audi. 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. Alongside this season's latest Winter Sports, Running, Yoga and Tennis ranges, the collection also offers Weekender, Golf, Studio and Seamless Underwear.



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 haves pieces.



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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.



After a short break for lunch, all attendees were presented the legendary golf game and the bravest tried their luck and on the field.

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