



OFFICIAL SPORTSWEAR PARTNER

## **adidas launches limited edition Stella McCartney Team GB lifestyle collection**

adidas is set to launch a limited edition collection that captures 'the Best of British', designed by Stella McCartney. The collection will seek to engage and inspire the public to truly get behind Team GB and become immersed in the legacy that will be London 2012.

The exclusive lifestyle collection consists of men's and women's apparel and is available nationwide from the 16<sup>th</sup> May 2011. With a limited number of certain styles, the collection is a must have for all those wishing to show their allegiance to Team GB in the run up to the games!

The sports inspired range takes influence from a number of Olympic disciplines including sailing, athletics and boxing. McCartney also continues to challenge traditional sporting silhouettes by combining cutting edge adidas technologies with her own exquisite designs.

For women – The collection comprises sleek and simple Team GB emblem tees and vests in white, blue and distressed gold. Hoodies and sweats emblazoned with Team GB graphics are finished with a classic sporty raglan design, whilst running tights feature a tattoo inspired visual. Mesh lined windbreakers complete with flattering waist belts in pristine white and atlantic blue push the sporting boundaries with a more stylised offering.

For men – Classic workout staples including shorts and drawstring track pants are revamped in muted melange tones, whilst hoodies and statement T's fuse a graphic take on the classic lion emblem in colours consistent with the infamous Team GB palette. The result is a simple yet sporty offering.

Unisex styles within the collection include a water resistant statement shell jacket in punchy red and dark indigo, whilst grey and red metal studded hoodies with contrasting cuffs complete the collection.

**- Ends -**

Notes to editors:

- In her role as Creative Director, Stella McCartney commented: "As a British fashion designer it is an amazing, once in a lifetime opportunity to be Creative Director of Team GB as the hosting nation of the London 2012 Olympic Games."

- adidas is the Official Sportswear Partner of the London 2012 Olympic and Paralympic Games
- Stella McCartney is the creative director for adidas Team GB ranges, overseeing the design of both athlete kit and fan wear for the adidas brand.
- The product range will include the official Team GB and Paralympics GB kit, presentation suits and village wear in 2012
- Stella McCartney will continue to design her own women's performance range for adidas – *adidas by Stella McCartney* – which was launched in 2004

#### **About adidas and the Olympic and Paralympic Games**

- adidas is a tier one sponsor of the London 2012 Olympic & Paralympic Games. As Official Sportswear Partner for London 2012, adidas will design and produce official kit and apparel for Team GB/Paralympics GB and officials, as well as a range of lifestyle products available at retail.
- adidas has a long heritage and association with the Olympic & Paralympic Games having been involved since 1928. adidas continue to innovate and it is through cutting edge technology incorporated into their products that athletes set records and personal bests.
- [www.adidas.co.uk/teamgb](http://www.adidas.co.uk/teamgb)