



adidas to launch a limited edition “My2012” collection designed by Stella McCartney

January 2012, adidas launches a limited edition collection, capturing the energy and celebrations around the 30th summer Olympic Games which are being held in London in 2012. Under the creative direction of Stella McCartney, the collection displays the spirit of the Games in a unique style celebrating London as the host city whilst encouraging young women to step up and be involved in the experience of the Olympic year.

The one-off collection, entitled 'adidas My2012' consists of women's lifestyle and sports apparel and is available nationwide from adidas stores and retail partners from the 15th January 2012. The collection is a must have for those wishing to make their mark at the beginning of this momentous British year.

Designs feature a gradient coral version of the London 2012 logo which has been developed exclusively for this range. Stella McCartney also continues to challenge traditional sporting silhouettes by combining cutting edge adidas technologies with her own fashion-forward aesthetic.

Stella McCartney comments: *'The concept behind this particular collection with adidas was to project the energy of the Olympic year and to inspire young women to engage in sports and events surrounding the Olympics and we see this collection as a wonderful way to mark this very special occasion.'*

'adidas My2012' by Stella McCartney consists of two-tone performance leggings, pants, bright enigmatic running tanks and water resistant sports jackets as well as more trend-led designs, including a grey marl sweat dress with brightly coloured printed panels, hoodies emblazoned with collegiate inspired graphics, navy detail and sunshine yellow track shorts. Finally, the collection is finished with gold hardware to emphasise aspirations of the Olympic dream.

The collection launches with the My2012 campaign in January, a true celebration of the diverse talent, personality and style of young British women. Stella chose 12 young women to be filmed and photographed by Harley Weir in a series of compelling "screen tests" that captures what it's like to write your name in 2012.

- Ends -

Notes to editors:

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 helps athletes in turn to set personal bests.

About adidas and Stella McCartney

- 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
- In her role as adidas' Team GB Creative Director, Stella McCartney commented: "As a British fashion designer it is an amazing, once in a lifetime opportunity to be Creative Director for adidas 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 will continue to design her own women's performance range for adidas – *adidas by Stella McCartney* – which was launched in 2004
- Harley Weir is a young photographer from London. Harley began taking on photographic commissions whilst studying Art at Central St Martins. It was here that her unique style - sensual, sensitive and alluring - began to develop. Her early commissions were predominantly music portraits. However, she quickly moved in to fashion and is now a regular contributor to Paris magazine Citizen K as well as Dazed & Confused, Pop and B Store Magazine.

www.adidas.co.uk

<http://www.facebook.com/adidaswomen>

<http://www.shop.adidas.co.uk>