



stella mccartney

adidas by Stella McCartney introduces its Winter Wonderland

Layer luxe pieces on the slopes in this season's Winter Sports collection

NEW YORK, November 2012 - adidas by Stella McCartney presents its **Winter Sports** collection comprising of ski, snowboard and après ski looks, as well as outdoor fitness pieces specially designed for workouts in cold weather. The **Winter Sports** collection is focused around streamlined separates that protect from the chill without compromising on style.

Designed with differing ski and board preferences in mind, the collection features pieces that are adaptable to a variety of cold weather scenarios. High tech fabric using CLIMAWARM and CLIMAPROOF STORM for insulation and comfort sit alongside warm fleece and woollen inserts for sleek, hardworking apparel that shields the elements in style.

Comprised of monochrome lines with contrasting citrus pops and smoky photographic prints, the **Winter Sports** collection plays on a color scheme that brings effortless cool to the great outdoors. Bright tangerine accents such as the Light Ski Jacket in Bolt Red are teamed with classic black separates such as the scuba-inspired Ski Performance Pant, whereas the Ski Slim Pant in Continental Grey can be paired effortlessly with the Ski Hooded Fleece in Black or Cobalt Blue.

"I love the winter sports collection! I think we are one of the few collaborations out there of this kind in the ski world that is really doing something that looks sexier and a bit more fashionable," says Stella McCartney.

We are working hard each season to have slightly more body conscious pieces that are for the downhill slalom look and then we have slightly looser pieces for the snowboarder type.”

Footwear and Accessories

The **Winter Sports** collection is supported by high performance footwear and utility accessories which reflect the adidas by Stella McCartney aesthetic, while providing specific performance benefits.

The Prunus Boot and the waterproof Kattegat Boot, both developed with adiPRENE technology for strength and weather resistance, complements the **Winter Sports** range. Bold monochrome design complements the black and white palette of the collection’s apparel, with strap detailing and tough lines a feature of the look.

Woollen beanies and convertible mittens in soft smoke grey and black ribbing offset the collection’s hard wearing panelled waist packs and ski gloves, resulting in a chic ski look.

The **Winter Sports** collection is available globally on [adidas.com](https://www.adidas.com) and in approximately 793 stores including adidas Sports Performance and Stella McCartney stores. Prices range from \$20 for the Winter Legwarmers and up to \$390 for the Performance Ski Pants.

For further information please visit news.adidas.com or contact

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