

**adidas by Stella McCartney celebrates the launch of its**

**Spring/Summer 13 Collection in Miami**

**Take the gym outside in playful tropical prints**

**Miami, December 4, 2012 -** adidas by Stella McCartney launches its SS13 Collection under the bright Miami sun. Cool metallic’s and botanical prints are brought to life this summer to inspire fitness. adidas by Stella McCartney invites you to train outside and unite with the great outdoors through a day of celebration to preview the new collection.

The preview introduces playful silhouettes and modern proportions in looks that embrace the open air while staying focused on innovative performance. Neon tones and bold colour blocking take a swim in the cool waters, signature muted tones in yoga are perfectly set on the beach while pastel shades and Tropicana accents play in outdoor settings. The presentation showcases each of the collection ranges in its own sports environment. Girls experience benefits of running and paddleboarding, playing volleyball and badminton, practising yoga; all in the freshness of the open air.

Highlights include the feminine sensuality of the **Swim** range with fierce leopard printed rashguard surf tops complimented by wetpants in contrasting coral and blue tones perfect for paddleboarding, effortless **Run** and **Studio** tights and tanks in sorbet shades detailed with quilted textures, and stand out aesthetics in **Tennis** sleek pastel separates. Style options for **Weekender** activity include deconstructed layering paired with cool floral prints while the **Travel Pack** take it back to basics with comfortable seamless pieces. Techfit pieces benefit from CLIMALITE® and CLIMACOOL® technology to ensure a cool fit even in the heat of summer.

The Spring/Summer 2013 collection will be available from January 2013 at the adidas by Stella McCartney flagship store in London’s Brompton Cross as well as around 780 concession stores in high-end department stores such as Neiman Marcus, Isetan, Harrods and Nordstrom. It can also be found at adidas Sports Performance and online at <http://www.adidas.com/stella>, leading e-retailers and sports retailers globally. Apparel prices range from around 40 Euro for the Marathon Short up to 380 Euro for the Run Parka.

Notes to Editors…

adidas by Stella McCartney collaboration was launched in Spring/Summer 2005 and remains a unique concept for women’s sports performance. The highly innovative sports performance range consists of apparel, footwear and accessory pieces in Tennis, Weekender, Running, Yoga, Studio, Swim and Cycling for the spring/summer seasons, and Wintersports for the fall/winter seasons.

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 news.adidas.com or contact:

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