

**Introducing the new adidas by Stella McCartney barricade shoe at Wimbledon**

**Caroline Wozniacki to set centre court alight with new ultimate performance and style fusion footwear**

**Wimbledon, June 2013**: adidas officially launches the **adidas by Stella McCartney barricade** shoe at Wimbledon, showcasing cutting-edge design and standout aesthetic with an unparalleled blend of support and breathability for performance-focused athletes.

The **adidas by Stella McCartney barricade** shoefeatures premium performance functionality offering optimum stability and durability through innovative technologies including adiWEAR for abrasion resistance, adiPRENE+ to ensure resilient cushioning, and a robust adiTUFF upper for an extremely comfortable and adaptable fit.

Worn in run white at Wimbledon by brand ambassadors Caroline Wozinacki, Maria Kirilenko and Laura Robson, the new adidas by Stella McCartney barricade shoe range will also be available in yellow, met silver and fresh blue colour combinations.

*‘The new* ***adidas by Stella McCartney barricade*** *shoe makes me feel assured and comfortable on court. The dynamic style and advanced technical elements give me the confidence to reach every shot and compete to the very best of my ability,’* says Caroline.

This season, **adidas by Stella McCartney barricade** apparel highlights include sheer mesh panel inserts and cool racer back lines. Stella’s signature asymmetrical cut outs and panelled structuring are adapted from the runway collection complimenting the feminine form on court. ClimaLITE® technology features throughout the range for maximum ventilation, ensuring body temperature is at optimum level during the most intense rallies.

Caroline will compete wearing an exclusive **run white** **dress with built-in shorts**, featuring a delicate flounced hem with sheer layers and mesh detailing for a modern and ultra-feminine look. Maria Kirilenko and Laura Robson take to the courts in a **white tank** and matching **skort**, with sheer mesh panels and seductive back detailing.

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Notes to Editors:

adidas by Stella McCartney collaboration was launched in Spring/Summer 2005 and remains a unique concept for women’s sports performance. **adidas by Stella McCartney barricade** is a component of adidas women’s new campaign “all in for #mygirls”, launched in March 2013.

The **adidas by Stella McCartney barricade** shoe retails at 130 Euro and will be available in the flagship adidas by Stella McCartney store in London’s Brompton Cross, as well as specialty stores worldwide. The adidas by Stella McCartney barricade range will also be available online at <http://ww.adidas.com/womens>.

For further information please visit [news.adidas.com](http://news.adidas.com/Global) or contact

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