

**adidas by Stella McCartney barricade shoes in the spotlight at the US Open**

**Performance and style; footwear takes centre stage in new eye-catching colour combinations**

**Germany, August 2013**: The Grand Slam season in style; adidas presents the **adidas by Stella McCartney barricade** shoe in **Pride Blue, White + Collegiate Navy** and **Warning Orange**, worn exclusively by brand ambassadors Caroline Wozniacki, Maria Kirilenko and Laura Robson for their matches at the US Open.

Combining advanced technical superiority with striking aesthetic, the **adidas by Stella McCartney barricade** shoe launched at Wimbledon earlier this year offers the ultimate fusion of performance and style. Now, **adidas by Stella McCartney barricade** introducestwo newvibrant colours.

The **adidas by Stella McCartney barricade Pride Blue, White + Collegiate Navy** shoe – a reflection of the tournament’s signature blue inner courts – will be put through its paces exclusively by Caroline Wozniaki. Designed to handle extreme lateral movements and offer optimum support, the shoe incorporates Kurim and AdiTuff mesh for enhanced breathability and durability. Caroline’s shoe will be complemented by **adidas by Stella McCartney barricade** apparel with the **all in one Dress** in **Blue** (exclusive US Open) to complete the look.

Fellow competitors Maria Kirilenko and Laura Robson will step into the court in the **adidas by Stella McCartney barricade** shoe in **Warning Orange**, bringing a pop of energizing colour into the season finale. They will be dressed in the **adidas by Stella McCartney barricade** apparel **Tank** and **Skort** combination in **Ultra Bright,** creating a striking colour blocking look that demands attention.

Featuring cutting-edge constructions and strategically placed ClimaLITE® mesh zones for added comfort and control, **adidas by Stella McCartney barricade** apparel is the perfect partner to the **adidas by Stella McCartney barricade** shoe. Together, they provide an unbeatable combination of standout performance and style on court.

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Notes to Editors…

Successfully grown since 2005, the adidas by Stella McCartney collaboration was launched with a spring/summer collection in February 2005 and remains a unique concept for women.

This season, adidas launched the **adidas by Stella McCartney barricade** shoe at Wimbledon to complement its highly successful **adidas by Stella McCartney barricade** apparelline, seen earlier this year at the Australian Open. **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 is available from sports and fashion specialists as well as at the adidas by Stella McCartney flagship store in Brompton Cross, London. The range is also available at <http://news.adidas.com/US>

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

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