

**Striking leopard print, invigorating brights and retro stripes set tennis world alight**

**Caroline Wozniacki debuts eclectic adidas by Stella McCartney SS14 barricade collection at Australian Open**

**Germany, November 2013**: **adidas by Stella McCartney barricade** launches its trailblazing new Spring/Summer 14 collection, worn exclusively by brand ambassadors Caroline Wozniacki and Maria Kirilenko to compete at the first Grand Slam tournament of the year, the Australian Open.

Offering a unique fusion of cutting-edge athletic design and standout style for the performance-focused tennis player, this season’s **adidas by Stella McCartney barricade** range comprises separates and dresses based on an energetic palette of yellow, white and aqua. Accentuated by retro stripes in tangerine, innovative colour combinations make way for bold, all-over leopard print – hailing an entirely new era of animated on-court style. Retro shorts and oversized practice tees evoke an old-school tennis aesthetic, while swinging plissé skirts maintain a highly feminine, playful look.

“*This season’s* ***adidas by Stella McCartney barricade*** *collection exceeds all my expectations – the unique combination of unbeatable performance and fresh new tennis looks for SS14 allows me to compete with complete confidence on court. It’s so important to feel comfortable and secure, so having the best of both worlds is amazing. It helps me focus on every shot*”, says Caroline.

Stepping out on court in an edited selection of match day ensembles, the Australian Open will see Caroline and Maria taking full advantage of the range’s form and function. Caroline will wear the leopard print **All in One Dress** in **White**, **Fresh Aqua** and **Wonder Glow** with crossover bust detailing (exclusive Australian Open). Fellow competitor Maria Kirilenko will debut the **Tank** and **Skirt** combination in **White** and **Wonder Glow**.

Maria comments,“***adidas by Stella McCartney barricade*** *is an obvious choice for me as it combines great style with really superior technical aspects. This season’s lightweight materials, striking prints, vibrant colours and sleek, feminine structures are perfect as the weather starts to get warmer. Nothing compares to stepping out on court in the knowledge that your outfit will enhance your ability to perform wherever possible*”.

Each item of the range’s apparel contains strategically placed ClimaCool® technology for maximum ventilation on court, ensuring body temperature is at optimum level even during the most intense rally.

The season’s collection is supported by high performance footwear and utility accessories; each styled to reflect the **adidas by Stella McCartney** barricadeaesthetic while providing specific performance benefits.

Designed to meet the demands of the best female tennis players in the world, the new **adidas by Stella McCartney barricade** SS14shoe in **Fresh Aqua** offers supreme responsiveness and optimum support on court; Kurim bonded mesh and perforated EVA combine to create a lightweight and breathable mid-layer upper, while the adiWEAR outer sole delivers enhanced durability. Accessories include updated visors, wristbands and tennis bags.

For the next generation of tennis champions, Spring/Summer 2014 also hails the introduction of **adidas by Stella McCartney barricade Youth** to compliment the women’s range.

**The adidas by Stella McCartney barricade** collection will be available as of January 1st in high-end and specialty retailers worldwide, as well as the adidas by Stella McCartney flagship store in Brompton Cross, London and online at [www.adidas.com/tennis](http://www.adidas.com/tennis).

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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 <http://news.adidas.com/global> or contact:

Rita Gonçalves - adidas Global PR

Email: rita.dobrito.goncalves@adidas.com / Phone: +49 9132 84 3255

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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.

The Spring/Summer 14 barricade collection will be available, from January 2014 onwards, in the flagship adidas by Stella McCartney store in London’s Brompton Cross, as well as over 788 concessions in adidas Women’s stores, adidas Sports Performance, leading e-retailers and sports retailers globally and high-end department stores such as, Lane Crawford, Neiman Marcus, Isetan, Le Printemps, Harrods and Nordstrom. It can also be found online at [net-a-porter](http://www.net-a-porter.com/), [www.adidas.com/stella](http://www.adidas.com/stella) and www.stellamccartney.com.