

**First ever adidas by Stella McCartney store opens in the United States**

**Miami, January, 2014:** Today, **adidas** and long-standing partner **Stella McCartney** are excited to announce the opening of the first ever standalone **adidas by Stella McCartney** store in the United States. Located at 1111 Lincoln Road, Miami’s bustling pedestrian promenade, the new dedicatedand custom-built store offering a selection of unique pieces from the new **adidas by Stella McCartney** Spring/Summer 2014 collection.

*“Opening the first adidas by Stella McCartney store in the US is very exciting for me. After our nine year collaboration it's a milestone for the brand and a natural next step. Miami is the perfect place to showcase the collection focused on style and performance”,* saysStella McCartney.

The opening of America’s first ever standalone **adidas by Stella McCartney** storerepresents the next phase of the remarkable journey between **adidas** and S**tella McCartney**. Offering the same fusion of performance and style that revolutionized sporting apparel nine years ago, the new Miami store will feature selected pieces from this season’s vibrant **Swim**, **Run**, **Cycling**, **Studio**, **Yoga** and **adidas by Stella McCartney barricade** ranges – from apparel to footwear and accessories.

Inspired by the breath-taking beauty of Rio de Janeiro, Brazil, the SS14 **Swim** range offers sensational separates and one-pieces in tropical yellow, lime, coral and turquoise tones for a feminine look infused with performance technology. Dynamic contrasts occur in this season’s futuristic **Run** and **Cycling** where strong geometric shapes in fierce colors are tempered by delicate silhouettes. Signature Stella shades – including Dusty Rose and Light Maroon – feature throughout the seventies-inspired New York **Studio** range, while the **Yoga** range incorporates a series of simple, relaxed looks with a focus on active wear providing ultimate manoeuvrability and comfort.

Reflecting **adidas by Stella McCartney**’suniquefusion of standoutperformanceand style, Miami’s dynamic open spaces and vibrant, energetic lifestyle presents the perfect environment to embrace the open air and take the gym outside. The **adidas by Stella McCartney** store will be open Monday – Saturday from 11.00 a.m. to 9:00 p.m, and Sunday from 12.00 p.m. to 9 p.m. The store can be reached on +1 305- 532-5455.

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**For further information please visit** <http://news.adidas.com> **or contact:**

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**Notes to Editors:**

September 8, 2004, adidas and Stella McCartney announced a long-term partnership in New York, presenting the adidas by Stella McCartney sport performance collection. For the very first time, a high-end fashion designer created a functional sport performance range for women. The first collection became available in stores across the U.S., Japan and Europe in Spring/Summer 2005.

Offering products for Running, Cycling, Studio, Yoga, Tennis, Golf, Essentials, Swim, Surf, Winter sports and Weekender, adidas by Stella McCartney is a highly innovative sports performance range and remains a unique concept for women’s sports performance.