



stella mccartney

**adidas by Stella McCartney blazes
nature-inspired trail into Fall/Winter 2014**

**Bold all-over prints, natural earthy tones
and structured silhouettes thrive in new
FW14 collection**

Herzogenaurach, March 2014: adidas by Stella McCartney presents a Fall/Winter 14 collection inspired by nature. Reminiscent of the authenticity and energy found in earth's natural surroundings, eye-catching all-over wood and animal prints combined with neutral, earthy shades amplified by bold flourishes of colour – enticing the wearer to the outdoors to embrace the open air. Showcasing structured silhouettes, innovative texture combinations and laid-back layering, the collection unites aesthetically compelling, standout style with supreme functional performance.

"This season I was inspired by the elements of nature and sense of freedom and individuality that it allows. All-over statement prints are complemented by an earth-based palette of autumnal tones and wintry hues, while a play on structure and sleek lines is tempered by voluminous outer layers and cover-ups. I'm also really proud to continue to offer a collection that incorporates sustainable elements wherever possible," says Stella McCartney.

This season's Run Range is influenced by the exhilarating freedom and adventure of trail running. Performance Longsleeves, $\frac{3}{4}$ Tights, Shorts and Nylon Tees in all-over wood grain prints are enhanced by an enveloping autumnal palette of deep reds, forest greens and earthy browns reminiscent of woodland terrain. Techfit baselayers featuring strong colour-blocking deliver support and added dynamism, while Performance Jackets and Hoodies enhance feminine silhouettes with structured layering to complete the look. As temperatures start to fall, revolutionary new ClimaHeat® technology in Performance Midlayers and Winter Tights offers exceptional insulation for runners who love the great outdoors through the use of hollow fibres that trap warm air and maintain body heat. Designed for ultimate endurance, additional ClimaChill®, ClimaCool® and ClimaLite® functionality throughout the range ensures superior comfort and temperature regulation for maximum performance.

Suggestive of nature's reflective and harmonious balance, the Yoga range introduces a new visual and performance-focused aesthetic based on complimentary contrasts. Ultra-feminine, seamless dip-dye base layers

in Poppy Pink and Natural Grey sit alongside Loose-fit Sweatshirts and Woven Pants in Clementine and Platinum Mauve for ultimate manoeuvrability and comfort, as organic, neutral tones are accentuated by vivid splashes of colour. A Seamless Stretch-fit Onesie in Light Maroon featuring transparent racer-back detailing affords total freedom of expression and relaxation during postures, while all-over Quilted Bomber Jackets in silky fabrics add a hint of sophisticated sports luxe en route. The highlight of the range is a Woven All-In-One cover-up with batwing sleeves, tailor-fit cuffs and ruched waist detailing available in Rose Tan and Natural Grey, which presents the perfect outer layer for use before or after sessions. To complement style options within the Yoga range, this season's Studio selection features Performance Longtights and 7/8 Tees specially designed for winter, with Mesh Hoodies and Quilted Jackets adding a Stella edge.

Low Waste Hoodies and Pants in soft pinks and heather greys layer effortlessly with the Low Waste Pull-on and Shorts in Pop Purple and Sharp Grey, as adidas by Stella McCartney introduces additional high-sustainability pieces to the line. Presenting the perfect performance/style option for those mindful of their carbon footprint, Organic Cotton and Recycled Yarn pieces in each range complete this season's sustainable offering.

Whether skiing, snowboarding or simply walking in the snow, this season's Wintersports range has it all. Sleek and sexy ski silhouettes defined by skinny Salopettes in Pop Purple and Onyx are tempered by laid-back, voluminous Performance Jackets in all-over leopard print and low-rise Pants for standout style when snowboarding. Different weights of fabric and insulation in Jackets and Pants cater for varying temperature needs, while Performance Fleeces contain revolutionary ClimaWarm® thermal technology to insulate the body, keeping you warm and comfortable on the slopes. The season's collection also continues to present style options for Weekender activity, with pieces infused with practicality and fresh motifs that blend perfectly into the Wintersports range.

Offering a unique fusion of technical superiority and style for the true performance-focused tennis player, the

Fall/Winter 14 adidas by Stella McCartney barricade range will be worn by ambassadors including Caroline Wozniacki, Andrea Petkovic and Laura Robson for their matches throughout the season. Demonstrating cutting-edge athletic design and standout aesthetic, the range comprises separates and dresses based on an ultra-feminine power palette of nude and ginger hues, bright pinks and all-white; Innovative texture mixes of open and closed mesh structures meet with statement colour-blocking for maximum effect during play. Wimbledon will see Caroline Wozniacki step out in a limited edition cropped, spacer fabric Bomber Jacket in White, while Andrea Petkovic will debut a new style of on-court Short with flyaway detailing. The US Open introduces an edited selection of match ensembles for day and night, with bright shades of red and pink making an impact in New York during the day and sophisticated nude and ginger hues at night. Fit-and-flare silhouettes and bi-tonal pleats that flirt with players' movements and swing add a luxurious, even more feminine edge.

FOOTWEAR AND ACCESSORIES

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

FW14 sees the introduction of the first ever adidas by Stella McCartney adiZero XT Trail Run shoe, specifically designed for trail running. Revolutionary TRAXION™ outsole technology delivers superior and surefooted grip, while the lightweight outer with protective toe enables runners to take on challenging terrain with speed and agility. Available in three eye-catching colourways – Cargo, Red Zest and Woodgrain print – the adiZero XT Trail Run shoe is the perfect option for this season's winter trail runs. Run Backpacks and Bumbags in dark, subtle shades are perfect for storing essential items when on the go, while Run Beanies and Gloves in Base Brown and Ginger blend with outfits perfectly to keep runners cosy and warm.

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.

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Alongside the new adidas by Stella McCartney adiZero XT Trail shoe, the Run range extends its adidas by Stella McCartney Boost shoe offering. Featuring intelligent rubber zoning for grip and weight reduction – as well as stretch to mimic natural skin movement – new Pure Boost and Boost II shoes ensure unparalleled energy return in training, with thousands of capsules contained within the shoe, storing and unleashing energy with every step. New Pure Boost tooling enables runners to get back to their roots with uninhibited contact between foam and foot for ultimate comfort, while Boost II features an extended Torsion® system for stability and four-way mesh upper that complements the aesthetic of the main collection.

To complement this season's Wintersports and Weekender ranges, specifically designed Winter boots with Thinsulate technology and teddy fleece offer enhanced warmth and extra grip in the snow. The innovative inner boot construction means it can be rolled down for a laid-back look, or worn up for maximum protection against the elements. Backpacks in Sharp and Natural Grey sit alongside ribbed woollen neckwarmers, balaclavas, hats and gloves to complete the look.

The Fall/Winter 14 collection will be available from July 2014 onwards – with this season's barricade range available from June 2014 – in the flagship adidas by Stella McCartney store in London's Brompton Cross and Miami's Lincoln Road, as well as at Stella McCartney mainline stores and 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, www.adidas.com/stella and www.stellamccartney.com. Apparel prices start from around 60 Euro for the Run Zip Hoodie, up to 450 Euro for the Weekender Goretex Jacket.

ENDS

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

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