

**adidas by Stella McCartney barricade keeps cool in the Australian heat with new performance-led pieces**

**A dynamic new barricade shoe complemented by apparel showcasing advanced technical features**

**Herzogenaurach, November 2014**: **adidas by Stella McCartney barricade** defies Melbourne’s warm climate at the Australian Open with an invigorating Spring/Summer 15 collection featuring lightweight support and cooling performance technology.

Worn exclusively by Caroline Wozniacki and Maria Kirilenko to compete in the first Grand Slam tournament of the year, the SS15 collection unveils the new **adidas by Stella McCartney barricade** SS15shoe. Designed to meet the demands of the best tennis players in the world, a new four-way engineered mesh upper and heel stabiliser offers unparalleled support and extreme responsiveness on court, while an internal bootie construction provides comfort and the adiWEAR 6 outer sole delivers enhanced durability.

The shoe is complemented by highly athletic apparel pieces boasting ClimaLite® and ClimaCool® technologies for maximum comfort and ventilation on court, ensuring body temperature is at optimum level even during the most intense rally.

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. With motifs inspired by ‘techno lace’ designs, Caroline will wear the floral print **All-in-One Dress** in **Sky Blue** and **Mint** with integrated bra / shorts and an open racer-back construction for breathability as temperatures start to rise. Fellow competitors Maria Kirilenko, Andrea Petkovic, Garbine Muguruza and Flavia Pennetta will debut the **Tank** and **Skirt** combination in **Light Pink, White** and **Peach**. Offering the perfect outer layer before, during or after play, lightweight transparent **Jackets** with floral patterns complete the look.

“*I love this season’s* ***adidas by Stella McCartney barricade*** *collection. The performance aspects of the new shoe and the apparel pieces enable me to give my very best on court, knowing I’m supported by some of the most superior technology available. For me, success comes from total assurance and my kit will really help me harness that feeling. I feel completely ready to fight my way to the title,*” says Caroline.

The collection also offers a variety of accessories including updated visors and wristbands.

For the next generation of tennis champions, Spring/Summer 2015 also presents options for **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).

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

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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.