

**Fall/ Winter 2015: pushing technology to the next level**

**adidas by Stella McCartney celebrates ten years of performance and style with new collection enhanced by leading technology**

**Herzogenaurach, February 2015:** Marking its 10th Anniversary, **adidas by Stella McCartney** moves into Fall/Winter 2015 with a collection of striking pieces taking advantage of razor-sharp technology to deliver maximum performance without compromising on style. Showcasing bold silhouettes with innovative texture combinations and intelligent layering, this season’s new collection seamlessly fuses form with function for an effective and inspiring work out.

*‘Season after season we push ourselves to create pieces that feel and look great, using advanced technology to help athletes stay at the very top of their game. Over time women have become more and more focused on their fitness goals and are spending more time in workout clothes. This makes it even more important to provide function and style which challenges us to be continuously innovative in our approach. The Compression Onesie in the Yoga range perfectly exemplifies this combination. Celebrating the 10 year Anniversary of our collaboration is quite an achievement and we are looking forward with this new collection and the future.’* says Stella McCartney.

This season’s **Run** range leads the way with the **adidas by Stella McCartney Ultra Boost Run shoe**, which continues to dominate the running landscape. Specifically designed for endurance training, the **Ultra Boost** boasts thousands of capsules contained within it, enabling stored and unleashed energy to flow with every step. Ensure prime comfort during your run with the rubber web outsole, which moves with the foam to absorb impact. The full-length Boost midsole and prime knit upper construction continues to deliver unparalleled energy return, whilst a glow-in-the-dark toe area keeps runners going even through the evening. Seen in a new seasonal palette of Dark Wine, Pomegranate and Flight Blue alongside Firethorn, Bold Onyx and Yellow Cab, the **Ultra Boost** shoe presents high-performance technical credentials alongside a stylish autumnal finish.

FW15 welcomes Climaheat® Run apparel options, each bringing an advantageous edge to after-dark winter runners. With intuitive temperature management, Climaheat® creates and maintains insulation with hollow fibre tubes to keep the air out. Reflective print details on the Climaheat® **Longtights** provide additional visibility and can be found in bright colourblocks of Black, Smoked Pink & Yellow Cab or Dark Wine & Blue Grey. The range also includes the Climaheat® **Short** for added protection against the cold. Runners can complete their look and keep safe and warm with the addition of the all-over reflective **Puffa Jacket**. With an exposed logo elastic waistband, ribbed sleeve cuffs with thumbholes and a cosy high banded collar, the jacket features PrimaLoft ECO insulation to keep the body warm, dry and comfortable in the most extreme conditions.

**Studio** and **Yoga** are combined this season to offer luxurious yet functional Climalite® baselayers, which look as good as they feel. Cosy midlayer combinations and stylish outerwear can be layered up or down to ensure comfort and aesthetic edge reign supreme at the dance studio, to yoga, the gym, and anywhere between. The range’s seamless compression **Onesie** brings stability and support to each yoga pose, maintaining posture without compromising the ultimate freedom of movement. The higher compression level in the lower calf helps offer additional recovery support after strenuous sessions, while its supportive material construction functions using different structures to ensure enhanced performance. A colour blocked combination of Firethorn and Cinnamon orange and warm brown tones ensure a stand out look in the studio, allowing style and function to merge in one eye-catching piece.

The new **Studio Parka**, with its adjustable waist belt, features Climastorm® technology which offers breathability combined with wind resistance, perfect for the changeable weather conditions of autumn. The sophisticated floral jacquard design is directly inspired by Stella’s own ready-to-wear collection.

**Studio’s** new **Atani Bounce** shoe brings highly responsive technology to the studio space, aiding fast lateral movements and demanding routines. Designed with bounce technology, the shoe’s traction outsole design provides energised comfort, while an engineered upper with strap ensures extra support for high impact exercise classes. Grey & Mint Beach and Black on Bold Blue colourways bring a distinctive edge to any workout look.

Embrace outdoor adventure with the **Winter/ Weekender** range with new houndstooth wool seamless **Longsleeve**, an ideal choice for time spent on the slopes. Featuring a half-zip top for unrivalled climate control, the design’s soft merino wool construction keeps cool when the temperature rises, also retaining warmth in cold weather conditions. The adventurer will welcome the arrival of the new **Response Trail** shoe, which comes in a jacquard houndstooth pattern or black waterproof, while the new **Winterboot Nangator 2**, built to keep any athlete warm and dry thanks to its water-repellent design and Thinsulate technology.

**Accessories**

The season’s collection is supported by high-performance accessories; each styled to reflect the **adidas by Stella McCartney** aesthetic while providing specific physical benefits. With optimum function at the heart of every design, **Run** accessories include a **Back Pack, Bumbag, Glove** and **Media Holder**, each with reflective accents for increased visibility. For the avid winter runner, **Compression Legwarmers** provide additional warm layering to help prevent cramp, also offering reflective straps. **Winter/Weekender** accessories build a stylish look on the slopes with final touches that will also give a competitive edge; choose the **Primaloft Sock** to lock in heat as well as the **Ski Glove** for supported grip and a softer fabric on the thumb for optimum comfort.

The Fall/Winter 15 collection will be available from mid July 2015 onwards at flagship adidas by Stella McCartney stores in London’s Brompton Cross, Miami’s Lincoln Road and Miami’s Aventura Mall, as well as at Stella McCartney mainline stores and over 788 concessions in adidas Women’s stores, adidas Sports Performance stores. The collection is also available from leading global e-retailers, sports retailers and high-end department stores including 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](http://www.stellamccartney.com). Apparel prices start from around 20 Euros for the Running Socks, up to 460 Euros for the Winter Performance Jacket.

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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.

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**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.