**adidas by Stella McCartney debuts Spring/Summer 2016 collection at**

**World of Stella McCartney event in Dubai**

**Herzogenaurach, November 2015:** Introducing this season’s sensationalSpring/Summer 2016 collection against the vibrant backdrop of Dubai, **adidas by Stella McCartney** showcased a fusion of performance and style at the *World of Stella* *McCartney* event held on the 19th November to celebrate the brand’s retail expansion in the Middle East. Hosted in the exotic gardens of the Park Hyatt hotel, the occasion marked Stella’s first official visit to the region, where two new stores will be opening in the coming months.

Showcasing select highlights from the collection in a playful outdoor setting, podiums built around a water fountain became the dynamic setting for sports models to demonstrate each of the four ranges - Run, Studio, Yoga and Cycling – highlighting their performance credentials. Hosted by Stella, guests enjoyed cocktails and fresh juices as DJ Pauline Moreno set the pace with her energetic music.

The new **adidas by Stella McCartney** Spring/Summer 2016 collection will be available in retail from January 2016 onwards in the Stella McCartney mainline stores and over 788 concessions in adidas Women’s stores, adidas Sports Performance, leading e-retailers and sports retailers globally. It can also be found online at net-a-porter, www.adidas.com/stella and www.stellamccartney.com. Apparel prices start from around 30 Euros for the Running Socks, up to 320 Euros for the Studio Parka.

* 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.

**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.

**About Stella McCartney**

Stella McCartney is a 50/50 joint venture partnership between Ms. Stella McCartney and Kering established in 2001. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand’s ready-to-wear, accessories, lingerie, fragrance, kids and adidas by Stella McCartney collections are available through 49 other free-standing stores including London, New York, Los Angeles, Tokyo, Hong Kong, Paris and Milan as well around 600 wholesale accounts in key cities worldwide.

**For further information please visit** [adidas News Stream](http://news.adidas.com/Global) or contact:

Danica Nielsen-Cornwall - adidas Global PR

Danica.Nielsen-Cornwall@adidas.com /+49-9132-84 73982

[www.facebook.com/adidaswomen](http://www.facebook.com/adidaswomen)

<http://instagram.com/adidaswomen>

[www.adidas.com/stella](http://www.adidas.com/stella)