



stella mccartney

BARRICADE

AUSTRALIAN OPEN 2016

adidas by Stella McCartney Barricade debuts new SS16 collection at Australian Open

As temperatures soar, players keep cool in cutting-edge technology designed to combat the heat

Herzogenaurach, January 2016: adidas by Stella McCartney Barricade launches its vibrant new Spring/Summer 16 collection, worn by brand ambassadors Caroline Wozniacki and Garbiñe Muguruza at the Australian Open 2016. Technical detailing and trailblazing athletic designs fuse together to provide a winning combination for the first Grand Slam tournament of the year.

Pushing the technical benefits of the collection to its limits, this season's highlight is the new adidas by Stella McCartney Barricade Boost Primeknit Shoe, which will debut in a Light Flash Orange colourway. Featuring an innovative primeknit construction, the shoe's seamless knitted upper provides the ultimate close-fit. Designed with exclusive Boost technology, thousands of capsules make up the shoe's distinctive heel, whilst its unique cell structure enables energy to be stored and unleashed when it counts the most.

Caroline will step out on court in the new Barricade Dress in a Coral Pink & Powder Rose Pink colourway. Infused with advanced cooling technology and bold yet feminine colour blocking, the dress seamlessly fuses function with style for maximum court performance. Engineered with ClimaCool® and mesh inserts for vital ventilation, the athletic silhouette's bonded seams ensure ultimate freedom of movement during play.

"I need to be able to rely on my outfit to enhance my performance. Keeping cool on court is an absolute must; the adidas by Stella McCartney Barricade Dress is designed with technology to keep me as cool and comfortable as possible, and is engineered to support the most intense rallies. I feel totally ready to take on the competition." says Caroline.

Fellow competitor Garbiñe Muguruza will wear a sunset-inspired Tank in Coral Pink, featuring bonded seams and breathable red mesh inserts for optimal comfort. The Skort in Bright Gold & Coral Pink, featuring a soft waistband construction with colour tipping, provides a functional and stylish finish. Garbiñe will showcase the SS16 Barricade Shoe in Box Red, with its newly engineered mesh upper and internal bootie construction for ultimate comfort. Fitted straps provide maximum stability, supporting frenetic side-to-side movements and ensuring the shoe's suitability for the abrasive hard courts found at the Australian Open. The heel's shock-absorbing adiPRENE technology reduces fatigue and risk of injury, while adiPRENE+ offers a cushioned and responsive feel.

This season's accessories prove vital; as the blazing sun floods the courts players remain cool and focused with the Visor and Wristbands in Glacial & Flash Orange, completing both head-to-toe looks.

The adidas by Stella McCartney Barricade SS16 collection is available as of the 1st of December onwards 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.

Apparel and Accessories prices start from 15 Euro for the Barricade socks up to 110 Euro for the adidas by Stella McCartney Barricade dress. Footwear prices start from 130 Euros.

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 adidas News Stream or contact:
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Australian Open aSMC Barricade SS16



AI0703 Dress Australia / AP8553 Wristband



AI0704 Tank Australia / AI8241 Skort Australia / AP8553 Wristband / AP8557 Visor
AI6466 Tennis Sock / S78495 aSMC Barricade 2016 Textile



AI0703 Dress Australia / AP8553 Wristband



AI0704 Tank Australia / AI8241 Skort Australia / AP8553 Wristband



AF6164 aSMC Barricade Boost Textile / Al6466 Tennis Sock



AI0703 Dress Australia / AI3828 Jacket Lipstick





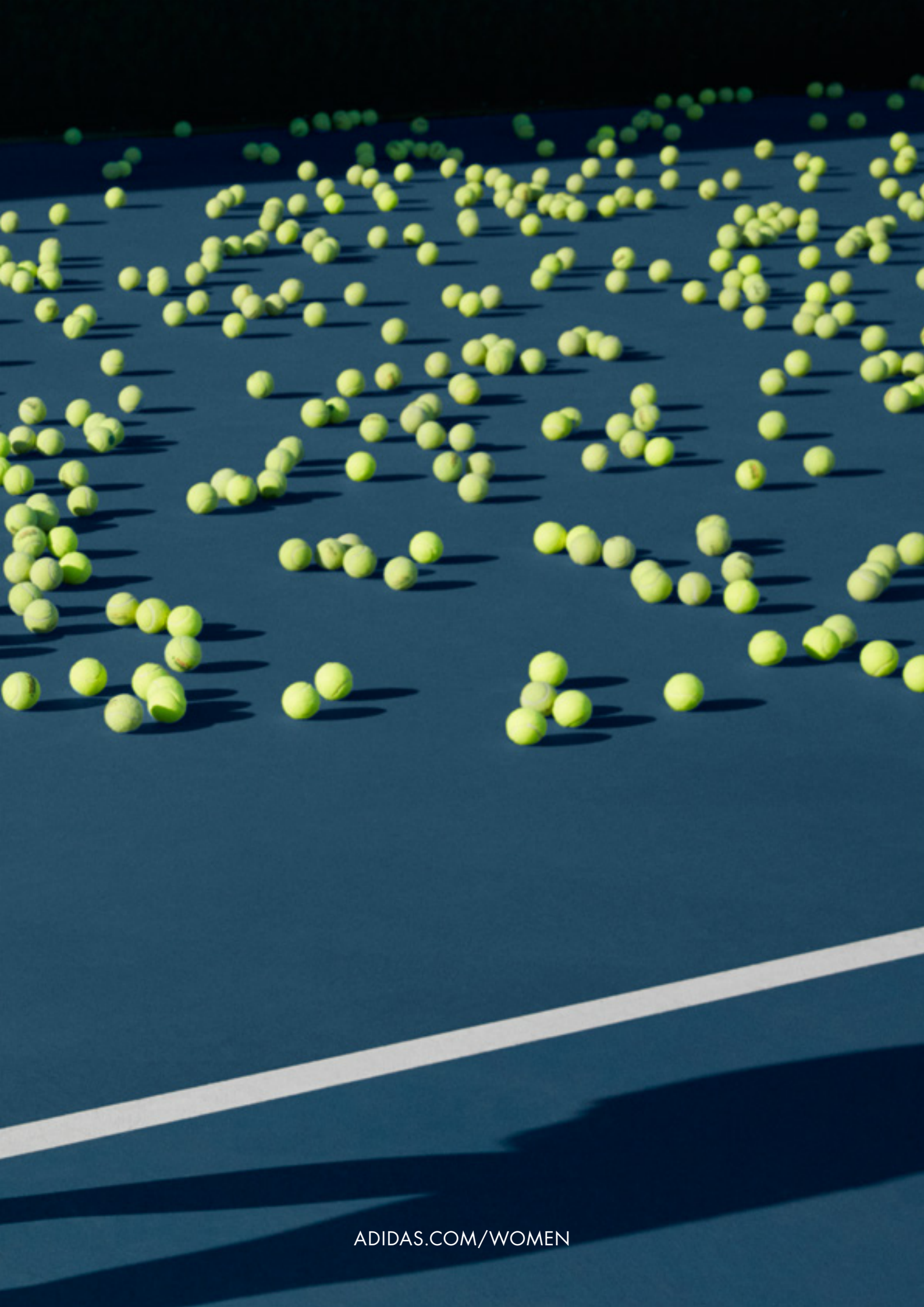
S78495 aSMC Barricade 2016 Textile
A16466 Tennis Sock



AF6164 aSMC Barricade Boost Textile



S78495 aSMC Barricade 2016 Textile



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