



stella mccartney

adidas and Stella McCartney extend long-term partnership



adidas and Stella McCartney are proud to announce the continuation of their long-term collaboration, which marked its 10th anniversary this year. The iconic designer will continue to create cutting edge designs alongside adidas on the **adidas by Stella McCartney** and **adidas StellaSport** brands, in a renewed agreement extended until 2020.

Brian Grevy, General Manager Training at adidas, comments: "Since the beginning of this collaboration, adidas has been focused on providing women with products that both perform and look great. In extending the partnership, we continue to empower the female athlete in her quest for technically advanced sports products, without compromising on style. Together, we have developed two lines with strong identities that women love and rely on."

Launched in 2005, **adidas by Stella McCartney** was the first functional sports performance range for women designed by a luxury fashion designer. Offering a unique combination of supreme technical performance and standout style, the range includes apparel, footwear and accessories. Now available in 70 countries, the adidas by Stella McCartney line includes two seasonal collections for Spring/Summer and Autumn/Winter per year.

Stella McCartney says: "I am incredibly proud to have designed the adidas by Stella McCartney range for 10 years, and I am thrilled about what the future holds. This collection is for women who take both their sport and style seriously. It is about making a statement when you exercise and pushing yourself to perform at your best, every time".

Following on from the success of the **adidas by Stella McCartney** collections, and designed to target a younger audience, the **adidas StellaSport** line was launched in January 2015. Under the creative direction of Stella McCartney, the range combines sport and style with bold branding, explosive colours and fresh prints; redefining sportswear with a brand new approach for the age group.

As further testament to the strength of the collaboration, earlier this year adidas announced Stella McCartney as Creative Director for the adidas Team GB kit at the Rio 2016 Olympics, having fulfilled this role previously in 2012.

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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.

For further information please visit [adidas News Stream](#) or contact:

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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.