**adidas StellaSport FW16 summary**

adidas StellaSport introduces its **Fall / Winter 2016 collection, hitting stores in June**

The season’s pieces are brought together by a vibrant **varsity theme**, reinvented in a fresh and eclectic way for the FW16 season. The collection stimulates the senses with its **highly graphic elements and prominent details**. Bright, bold colour blocking is deeply rooted in StellaSport’s DNA so this season is all about **vivid hues** - deep blue, strong green, striking orange, pink and red all work beautifully together.

The collection pushes the boundaries of **sporting style** with key pieces bearing eyecatching details such as **oversized graphic letters and silhouettes** in a nod to the varsity spirit inspiration behind the collection – athletic, dynamic and fun. Power-colour leggings, graphic tops, over the knee socks adorned with star details and stand out accessories that make every look unique.

The FW16 campaign celebrates **action girls**everywhere: spirited, energetic and passionate. Campaign visuals capture StellaSport athletes in moments full of sporting fun, celebrating the collective competitive energy and drive of varsity sports. Capturing explosive moves and ‘freeze frame’ moments, such as air jumps, skilful twists and upside-down turns, the campaign champions the **confident and daring nature of StellaSport action girls**.

Expressing their identity through head-to-toe colour blocking, they create their own ideas and their own rules. Intersecting sport, fashion and culture, StellaSport FW16 captures the energy and spirit of varsity sports, celebrating **team spirit as well as individuality with a lifestyle edge**.

**Quick recap on FW16:**

* Eye popping colour throughout - blue, green, orange, pink and red
* Graphics in strong, varied colourways
* Prominent details: oversized letters and stars
* Bold, varsity-themed graphic elements
* Spirited, energetic, passionate athletes creating moments together
* A campaign that celebrates collective creative energy and competitive drive
* A celebration of the confident and daring nature of the *action girls*

The Fall/Winter 2016 adidas StellaSport collection is available at [adidas.com/StellaSport](https://www.youtube.com/watch?v=B7g63DAr_i0). For further information please see the adidas News Stream or contact:

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Notes to Editors: adidas offers products out of two different divisions: Sport Performance (leading technologies), Sport Style

(Fashion Group and Originals). The adidas StellaSport range is part of the adidas Sport Performance division. It complements the existing adidas by Stella McCartney range now celebrating its 10th anniversary comprised of the following categories - running, yoga, studio, swim, weekender and wintersports.

@adidaswomen

#adidasStellaSport