

adidas by Stella McCartney debuts its Spring/Summer 2017 collection

- Introducing a dedicated Training and Recovery range, as well as unrivalled performance footwear -
 - Style highlights include bold, block shades and feminine cut-outs -

Los Angeles, November 2nd 2016: adidas by Stella McCartney leaps into the new season with a Spring/Summer 2017 collection designed for the modern female athlete. With targeted technologies and dedicated performance pieces infused with Stella McCartney's distinctive design cues, adidas by Stella McCartney encourages her to seek out new challenges, push boundaries and shake up routines.

"Every piece in this collection is designed for the modern woman. She's successful and driven, with a really dynamic lifestyle. We wanted to make sure that no matter where she is in the world, she's still inspired to challenge herself and keep active in apparel and footwear built with her performance and style in mind," explains Stella McCartney.

With apparel and footwear designed for high-impact workouts as well as recovery sessions, the collection celebrates women who embrace variety to challenge their bodies and minds.

Training and Recovery

adidas by Stella McCartney introduces its dedicated Training range designed for fast-paced movements. From high intensity workouts to dynamic studio sessions, each piece is designed with flexibility and support in mind. Eye-catching prints, cooling cut-outs and strategically-placed mesh inserts are combined with UPF 50 protection for those looking to take their workout outside. This season, the collection highlights the importance of recuperation with the innovative Train Recovery Tight, built with new technology and materials to optimise every healing session. For ultimate comfort, pair with the ClimaLite Seamless Mesh Top or slip on the Recovery Slide, a new slider shoe built with Adissage technology to massage the foot.

Run

Functional moisture-controlling fabrics combine with lightweight and breathable materials such as Sprintweb for the new Run range, which is specifically designed to enhance speed. Engineered to keep runners as dry and comfortable as possible when temperatures start to

rise, the ClimaLite Sprintweb Tight in White/Noble Ink features a compression element for targeted muscle support and a printed panel in a modern floral pattern. Pair with the Adizero Tank, designed in lightweight Adizero performance fabrics, with a racer front and back and complete with blocks of cool-toned blues and feminine florals.

Create Stella's favourite look by pairing the Run Ultra-Tee with the Run Long Tight and the UltraBOOST shoe, featuring innovative BOOST technology in the cushioned heel to provide optimal energy return with every step. Accessorise the look with the sleek Run Cap Reflective, featuring all-over silver reflective material for added visibility, and the Run Belt, the perfect size to hold a smart phone, keys and an energy bar, as well as a holster for a water bottle.

Swim

Close-fitting performance silhouettes and essential accessories provide watersports athletes with everything they need to reach optimum speed in the water. Infused with anti-chlorine elements for extra durability, pieces are designed with a racer front and back, elegant cut-outs and high leg openings for supreme comfort and flexibility without compromising on style. Helping the serious swimmer to exceed her personal best, the Zip Swimsuit provides a bold injection of colour in the water, while the coordinating ClimaStorm Pullon Jacket in the same shade is rain-resistant yet breathable; making it the perfect choice of cover up when her laps are completed.

Yoga

Yoga pieces provide the perfect balance of comfort and style, with moisture-absorbing ClimaLite fabrics in block shades of pink, purple and yellow. Designed to keep the wearer present and focused on her body movements, seamless garments enhance flexibility whilst sculpting and supporting the body with a close fit. Fading colourways and flattering floral prints allow advancing yogis to take on every position in style. Achieve a perfect flow in the Yoga Seamless Bra with the Ultimate Tight, and throw on the Flower Jacket for a perfectly poised layered look.

Cycling

Those looking to cycle outdoors or tackle challenging spin sessions benefit from ultra-lightweight Adizero apparel engineered with ClimaCool technology and paired with mesh panels for superior breathability. The Adizero Tank features a striking sheer mesh back and wild zebra print, which pairs perfectly with the animal stripe detailing on the padded Cycling Shorts. These also feature a reflective print for optimum visibility in low light. Likewise, the fingerless Training Gloves feature a silver reflective material, and work double-duty for spin class as well as free weights with supportive padded palms. Meanwhile, the extra lightweight Adizero Takumi shoe in Dusk Pink/Vapour Grey/Shock Pink is engineered for speed and designed with vibrant colour to inspire movement.

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For further media information please visit 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 by Stella McCartney range is part of the adidas Sport Performance division.

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www.adidas.com/stella

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, Run, Yoga, Weekender, Training, Swim and Cycling.