



stella mccartney

BARRICADE



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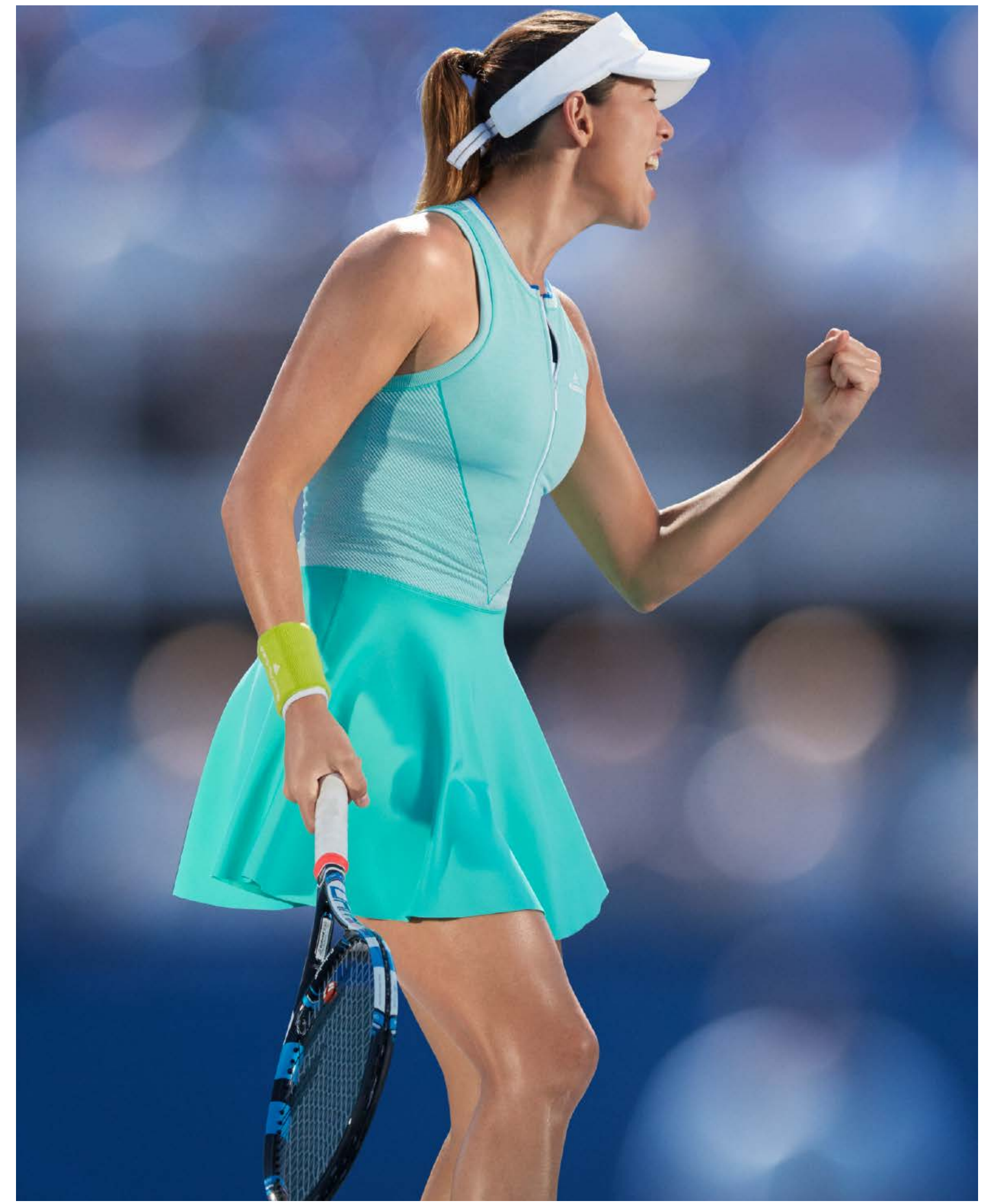
“2016 was my most successful year on the court and I am looking forward to building on my achievements from last year – starting in Melbourne. I am really excited to wear the dress at the Australian Open; I love the design and find the fit flattering. Wearing the adidas by Stella McCartney Barricade line, I can step onto court ready to compete and also look my best in Australia’s summer heat.”

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COTTON VISOR B45631 | WRISTBANDS B45674 | DRESS AZ2331
BARRICADE SOCK B45629 | ASMC BARRICADE BOOST 2017 BB4819



Spring Summer 2017



adidas by Stella McCartney Barricade unveils
eye-catching SS17 collection at the Australian Open

A fusion of bold, feminine style and leading performance technologies. The range will be debuted on the court by two of the biggest names in women's tennis - Garbiñe Muguruza and Caroline Wozniacki – as they return from winter training for 2017's first Grand Slam.

In line with the Australian Open's fun and vibrant identity, the collection reimagines primary colours with a bi-colour seamless knit design to create fresh, bold shades which stand out on the court. The range's classic feminine silhouettes are given a modern twist with laser cut detail.

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Spring Summer 2017



COTTON VISOR B45631 | TANK AZ2329
SKORT BK7957 | WRISTBANDS B45674



“BOOST is something you need to feel to believe; my game is more energised and I’m lighter and faster on my feet.”

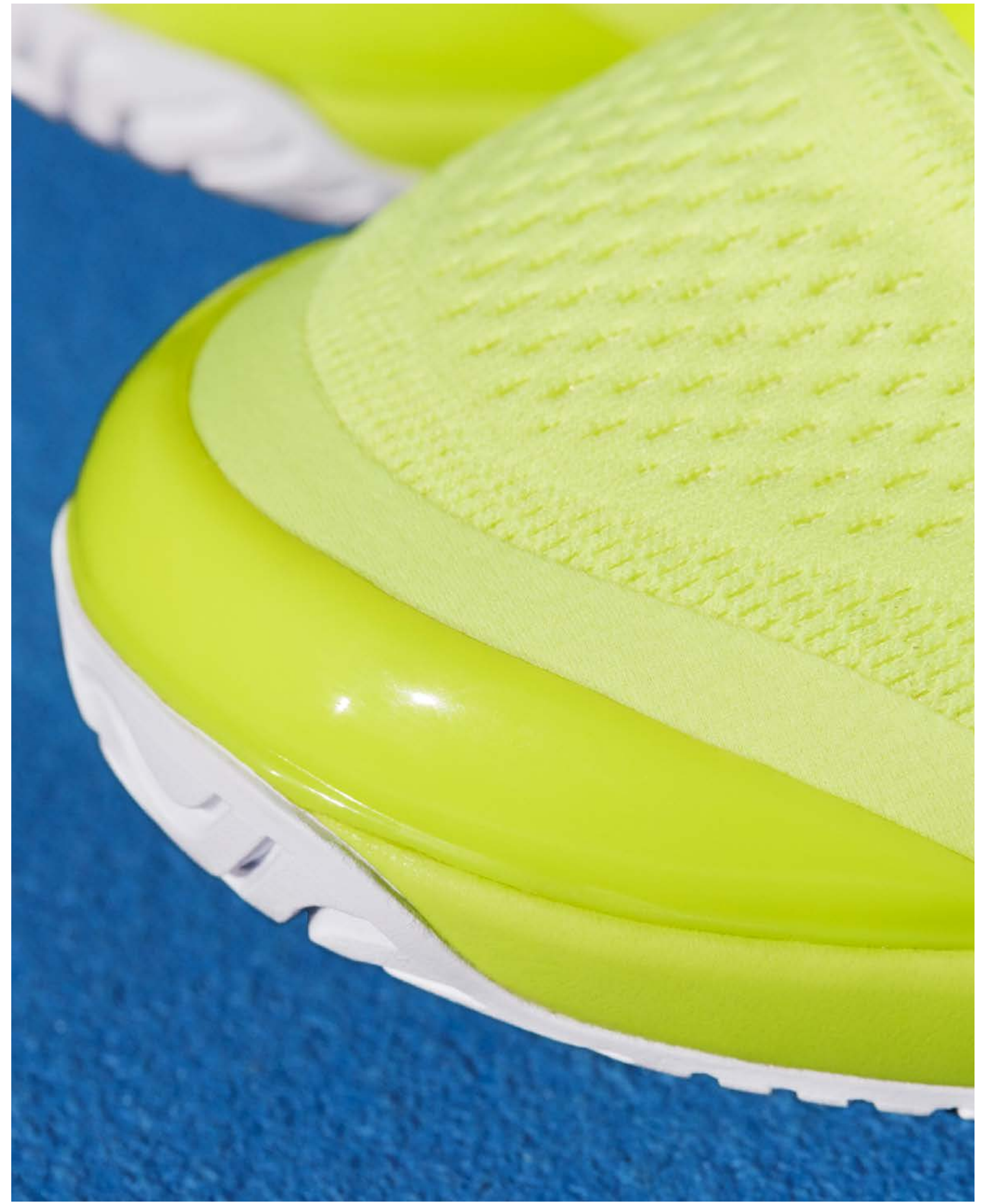
Caroline Wozniacki

COTTON VISOR B45631 | WRISTBANDS B45674 | TANK AZ2329
SKORT BK7957 | BARRICADE SOCK B45629 | ASMC BARRICADE BOOST 2017 TEXTILE BB5050



Spring Summer 2017





#aSMCSS17

Photography — David Black
Creative Direction — Made Thought
Adidas — Carmen Hillier
Styling — Taylor Brechtel
Hair & Make-Up — Rebecca Plymate
Hair — Cyndia Harvey @ Streeters London

Spring Summer 2017