



INFORMATION

adidas Redefines Performance Footwear for Women with UltraBOOST X

- adidas unveils shoe specifically designed for the female runner, available in both adidas Women's and adidas by Stella McCartney styles -



Herzogenaurach, Germany, February 7, 2017: adidas Running has today introduced the UltraBOOST X, a shoe designed to give female runners their greatest ever running experience. Available in both adidas Women's and adidas by Stella McCartney styles, UltraBOOST X is a new interpretation of its ground-breaking predecessor and adidas' pinnacle performance shoe, tailored to adapt to the unique shape of the female foot.

Crafted to reflect the foot's natural form, UltraBOOST X provides a perfect, sock-like fit. To create the new designs, adidas' innovation team used the ARAMIS system - a form of motion tracking technology - to pinpoint exactly where the female foot needs the most support when running.



INFORMATION

Constructed with a free-floating arch, UltraBOOST X delivers more stability than ever before, enabling extra support and freedom of movement when running. The design of the toe area offers breathability, while the full length BOOST™ midsole in the cushioned heel enables thousands of energy-infused BOOST™ foam capsules to maximise energy return with every stride. The shoe's innovative lacing system supports quick-fire movements and the STRETCHWEB outsole was specifically designed for the female gait to provide complete traction in urban running conditions.

Andre Maestrini, General Manager adidas Running: *"Based on research of the female foot, we tailored the leading technology of UltraBOOST specifically for women, delivering the most innovative and technical running shoe in an industry-leading silhouette. We're excited to offer a unique experience to female runners around the globe, providing the tools for them to uplift their run."*

Launching alongside an adidas Women's shoe, the new adidas by Stella McCartney UltraBOOST X unites razor sharp technology and Stella's signature design. Featuring a primeknit in two stylish colourways, the White, Vapour Green & Cherry Wood shoe offers a playful yet clean finish, whilst the Black, Black-White & White shoe offers a sleek monochromatic edge, perfect for taking the look beyond the gym.

"We want to empower women to seek out new opportunities. The adidas by Stella McCartney UltraBOOST X seamlessly combines performance with a sleek aesthetic. That's what makes it the ultimate choice for the female runner, a woman who challenges herself, no matter what environment she finds herself in or where her workout takes her," says **Stella McCartney**.

Both adidas Women's and adidas by Stella McCartney UltraBOOST X are complemented by coordinating apparel and accessories. The adidas Women's UltraBOOST X shoe launches alongside a range of running apparel, including a Primeknit Tee, Double Layer Shorts, Running Leggings and Vest. To create Stella's favourite adidas by Stella McCartney UltraBOOST X look, pair the UltraBOOST X shoe with the adidas by Stella McCartney Run Ultra-Tee and Run Long Tight.



INFORMATION

Pricing / Stockist Information:

adidas Women's UltraBOOST X

UltraBOOST X RRP: €180

UltraBOOST X apparel RRP: from €80.

Both are available at <http://www.adidas.com/UltraBOOST>

adidas by Stella McCartney UltraBOOST X

adidas by Stella McCartney UltraBOOST X RRP: from €200

adidas by Stella McCartney UltraBOOST X apparel RRP: from €90

Both are available instore and online at www.adidas.com/stella and www.stellamccartney.com

- END -

About adidas Running

For more information on adidas Running, please visit www.adidas.com/running. For additional images please visit our media news room news.adidas.com and follow us on www.facebook.com/adidasrunning.

About adidas by Stella McCartney

For more information on adidas by Stella McCartney, please visit [net-a-porter](http://net-a-porter.com), www.adidas.com/stella and www.stellamccartney.com. For additional images please visit our media news room news.adidas.com and follow us on facebook and Instagram.

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok and TaylorMade.

For questions or more information please contact:

Laura Baum

Public Relations – Running

Laura.Baum@adidas.com

t: +49 (0)9132 84-3827

Danica Nielsen-Cornwall

Public Relations – Women's

Danica.Nielsen-Cornwall@adidas.com

t: +49 (0) 9132-84 73982