



ADIDAS BY STELLA MCCARTNEY COMBINES DESIGN WITH PURPOSE FOR LAUNCH OF PARLEY ULTRABOOST X

- Eco-innovation, high performance & luxury aesthetic meet in shoe designed to make a difference -
- Created as part of adidas collaboration with Parley for the Oceans -



HERZOGENAURACH, GERMANY, MARCH 16, 2017 – Today adidas by Stella McCartney launches the Parley UltraBOOST X, a shoe designed to enhance every run – and make a difference to the planet. Underlining the brand's commitment to eco-innovation, the Parley UltraBOOST X was created as part of adidas partnership with Parley for the Oceans, which sees marine plastic waste transformed into performance yarn. Inspired by the boundless energy of the oceans' open waters, the shoe design combines Stella McCartney's sustainable approach to fashion with adidas innovative use of technology.

Cyrril Gutsch, founder of Parley for The Oceans: "*Stella McCartney is a pioneer, a rebel really. Her vision to create fashion without using leather, without using fur was radical when she started and is proven now. She has always been a role model for me. To partner with her is an honor and a huge opportunity for the Ocean Plastic movement. adidas has been family to Parley since the beginning and is driving and implementing the [Parley AIR Strategy](#) in the most ambitious and efficient way. Both of them are strong agents of change who help us shape a new reality, one that allows the oceans and mankind to co-exist in peace, in collaboration even.*"



PARLEY



stella mccartney

INFORMATION

"I strongly believe in making clothing that is ethically created and built to last, and this is an ideology I channel into every single piece I design. For me, preserving and respecting the planet is fundamental to what I do and I always try to make an effort to consider that in my designs. I'm really impressed by the work adidas and Parley for the Oceans do to create the materials used in our high-performance apparel and footwear," says **Stella McCartney**.

Innovative and eco-friendly, the Parley UltraBOOST X features high-performance Parley Ocean Plastic™ yarn knitted into the Primeknit upper. Crafted to reflect the female foot's natural form, the shoe provides the perfect, sock-like fit, delivering more stability than ever before. Designed with an innovative lacing system that supports quick-fire movements, the sleek, effortlessly stylish white palette echoes the modern design cues for which Stella McCartney is known.

Pricing/Stockist Information:

adidas by Stella McCartney Parley UltraBOOST X RRP: from €200

Available instore and online at www.adidas.com/stella and www.stellamccartney.com

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About the adidas x Parley for the Oceans partnership

In April 2015, adidas [announced a partnership with Parley for the Oceans](#), an environmental organisation and collaboration network that raises awareness for the beauty and fragility of the oceans and implements comprehensive strategies to end their destruction. As founding member, adidas supports Parley for the Oceans in its efforts in communication and education, research and development, direct action and eco innovation. The mutual focus is on Parley's comprehensive Ocean Plastic Program, which is led by the Parley A.I.R. Strategy (Avoid, Intercept, and Redesign) to end marine plastic pollution.

www.adidas.com/parley

Learn more about Parley:

www.parley.tv

www.oceanplastic.com

About adidas by Stella McCartney

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