



stella mccartney

Weekender sports kit to escape from urban to nature

- Introducing the new adidas by Stella McCartney SS11 collection -

London, September 21st, 2010 – The adidas by Stella McCartney collection enters the spring/summer 2011 season continuing to re-define and challenge traditional sport silhouettes by introducing Weekender, a new outdoor category. The functional fashion collection remains the only line available for women, which is a true fusion of performance and style, combining cutting-edge adidas technologies with Stella's unique designs.

Inspired by summer outdoor activities from long country walks to music festivals, Weekender, the newest category for summer collections, introduced during London Fashion Week 2010, fuses stylish outdoor designs with top-level technology: represented by 3xDRY® (water-repellent and anti-odour) within apparel, for maximum comfort. Highlights include the Blanket cape with military silhouette, the red sleeping bag and the fashionable rubber boots.

Stella McCartney says: "The Weekender summer festival pack is a celebration of the season, people enjoying being outside and enjoying their surroundings and getting at one with nature, using life to its fullest."

Alongside this season's new category, the innovative seamless underwear line is also introduced, featuring soft hand feel (Polyamide touch) and no side seams, offering versatile and highly functional (CLIMALITE® technology) pieces suitable for all kinds of sport.

Another highlight for spring/summer 2011 is the standout Bright in Run and Cycling accomplished with colours such as Magic Blue or Hot Coral and the ultra-fashion animal leopard prints that are just right for mixing and combining with other collections such as Cover Up and Studio. Highlights

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include leopard jacquard executions on performance pieces so that the cyclist or runner feels comfortable yet fashionable while exercising.

Last but not least, the Tennis collection continues to be showcased both on and off the court by Caroline Wozniacki, one of the Top 3 women's players, with three new dresses for all spring/summer Grand Slam tournaments, ensuring high performance combined with sophisticated design details.

In Australian Open, Caroline will perform with the attractive Ballerina Dress (focus to the pleated skirt and infrared seamless underwear). For both Roland Garros and Wimbledon, the Top athlete is going to make herself notice with the Bodycon Dress with ruffles specifically designed to this tournaments and inspired by Stella McCartney SS10 ready-to-wear collection.

This season's collection also continues to offer new styles in Golf, Gym Yoga and Gym Studio, alongside Tennis, Cycling, Running, Weekender and the new seamless underwear collection.

The spring/summer 2011 collection hits retail in around 633 stores from December 2010, including high-end department stores - such as Lane Crawford, Isetan, Harrods and Nordstrom - as well as adidas Sport Performance and Stella McCartney stores, leading e-retailers and selected sports retailers globally. Apparel prices range from around 35 Euro for the Performance Hot Pant and up to 450 Euro for the Weekender NC Performance Jacket. Footwear starts at around 50 Euro for the Auxesia Slide and goes up to 400 Euro for the Olivin Golf in the Golf collection. Accessories are from 10 Euro for the Swim Towel and up to 170 Euro for the Fashion Sport Bag.

- Ends -

Notes to Editors...

Successfully grown since 2005, the adidas by Stella McCartney collaboration was launched with a spring/summer collection in February 2005 and remains a unique concept for women. The collection is deeply rooted in sport; the highly functional sports range consists of apparel, footwear and accessory pieces in Tennis, Golf, Running, Gym Yoga, Gym Studio, Swim and Cycling for the

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spring/summer seasons, and Wintersports for the fall/winter seasons. The newest category for summer collections is Weekender, unveiled during London Fashion Week in September 2010, which fuses stylish outdoor designs with top-level technology for maximum comfort.

Other categories' points of difference not mentioned above:

The **Gym** collection is split into Studio and Yoga:

Gym Studio

Points of difference

- * Delicate transparent and drapery details brought to sportswear
- * More feminine, lightweight fabrics
- * Light garments and soft colours

Gym Yoga

Points of difference

- * Simple functional performance pieces
- * Sustainable
- * Soft hand feel

Golf

Points of difference

- * Smart military style
- * Victorian inspiration
- * Even more performance (3XDRY® technology: water-repellent, moisture-wicking and anti-odour)

Swim

Points of difference

- * Sun, beach and fun!
- * Sunset all-over print
- * Extended swim offer with additional surfing products

adidas Better Place

The adidas by Stella McCartney collection is part of the adidas Better Place Program. To be included within the Better Place Program, the materials must come from a sustainable source, be produced without dangerous chemicals, and be

manufactured under the highest workplace standards with waste and energy management systems in place.

adidas is constantly reviewing this list as new information becomes available on where and how these environmentally sensitive materials are produced. Below are listed some examples from the short list of materials we currently allow, and why we believe these materials are preferable:

Recycling

At adidas, we source various recycled materials such as inlay soles, textiles, finishings, and rubber. Recycling is the reprocessing of old materials into new products, which prevents the waste of useful materials, reduces the consumption of fresh raw materials, and lowers the total amount of energy needed to extract and process virgin materials into new products.

Organic Grown Cotton

Farmers use no genetically modified seeds, no synthetic fertilizers, no chemical pesticides, and no defoliants. All pest control is natural and all fertilizers are from organic composts. Organic grown cotton is said to use less water than the growing of conventional cotton since the quality of soil it is grown in is better. Growing without toxic pesticides improves life standards of farmers and protects the water supply of the region.

Naturally Coloured Cotton

Natural colour cotton is a natural pigmented fibre that grows in green, brown and other colours. The process from planting and growing to ready-made garments uses no dyes, toxic or harmful materials. It is the most environmentally green fabric possible and creates a beautiful breathable 'pure' fabric with a soft, delicate feel.

Tencel®

This wood-based material, produced by Lenzing from independently certified, sustainably managed eucalyptus forests comes from a renewable source. The wood fibre is organically farmed, and manufactured in a closed-loop process, which means that there is no waste created during its processing. Tencel® is very biodegradable, and is seen as the best quality rayon on the market at the moment.

Recycled Polyester

Recycled polyester turns a waste product into a useful cloth. Made from plastic bottles and post-industrial waste, this cloth comes from chopped up and melted plastic spun into fibre, using waste that would otherwise have been burned or buried in a landfill.

Note: 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.

For further information please contact:

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