



stella mccartney

Caroline Wozniacki outfits for 2012 Grand Slams -adidas by Stella McCartney SS12 collection-

November 2012 - For the upcoming season, the World Number 1 Tennis player Caroline Wozniacki continues to be the face of the adidas by Stella McCartney Tennis collection, showcasing the Tennis line on court and the Studio and Running lines off court.

The outfits for the Australian Open and Roland Garros are inspired by floral themes, alongside the dominance of warm and strong colours. For the first Grand Slam, the top athlete will dazzle the court in a sophisticated functional floral all-over engineered lace Tennis Dress. Special features are the cut of the dress and the integration of the miCoach training system in the range Seamless Performance Bra, which comes together with the orange Hot Pant. For the second big tournament, Caroline will wear a very feminine yellow top with matching orange layered skirt on court, which ensures elevated performance combined with sophisticated design details.

At Wimbledon, all eyes will be on the Danish tennis star in an elegant white dress, again with a light floral touch and very feminine design details like the all-over engineered lace. A white Seamless Hot Pant and Performance Bra, featuring the new integration of the miCoach training system, come together with the dress.

Her outfit is complete with the Sebellica Tennis shoe in white, metallic silver and lucid red. The shoe is a special version of the iconic Barricade VI adidas shoe, for the adidas by Stella McCartney line, which provides the perfect mix of the mid foot stability, flexibility and cushioning for maximum comfort while competing.

Off the court, Caroline outfits are from the very successful Running category, which returns with fine and light materials, for the first time incorporating adidas ClimaCool™ technology (allowing the body to stay dry and comfortable while practising sports, due to ventilation in the key areas of heat and sweat production) in a true fusion of performance and style.

And also from the Studio line, very feminine and directly inspired by Stella McCartney's ready to wear collection, as seen in details such as low shoulders, curve-enhancing silhouettes and the use of gorgeous polka-dot pieces. It can also be easily combined with the Yoga line, which is based on soft, comfortable and sustainable pieces made from organic cotton in neutral colours that contrast with the new introduction of strong and warm shades.

The spring summer 2012 collection hits retail in around 671 stores from December 2011, including high-end department stores - such as Lane Crawford, Isetan, Harrods and Nordstrom - as well as adidas Women, adidas Sport Performance and Stella McCartney stores, leading e-retailers like net-a-porter and selected sports retailers globally.

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 visit news.adidas.com or contact:

Rita Gonçalves - adidas Global PR
Email: Rita.Goncalves@adidas.com/Phone:+49 9132 84 3255

- 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, Weekender, Running, Yoga, Studio, Swim and Cycling for the spring summer seasons, and Wintersports for the fall winter seasons. The newest adidas by Stella McCartney collection is celebrates sun, beach and the fun of enjoying the sea through Surf sports.

In September 2010, Stella McCartney was appointed Team GB's Creative Director for the 2012 Olympics by adidas – the first time in history of the games that a leading fashion designer has designed the apparel for a country's team across all competitions for both the Olympic and the Paralympic Games.

Main Technologies

The adidas by Stella McCartney collection features cutting edge performance technologies such as:

Clima 365 - which is an umbrella concept that encompasses all the Clima systems technologies (ClimaCool®, ClimaLite®, ClimaLite Cotton®, ClimaWarm®, ClimaProof®) providing a head-to-toe approach to temperature optimization. In turn, this allows you to stay dry, comfortable and performing at your optimal body temperature of 37°C in any given temperature or weather condition.

Footwear

BARRICADE VI is adidas' biggest selling tennis shoe and provides unbeatable stability on court for all players on a wide range of surfaces. Featuring adiWEAR[®] – a durable, non-marking rubber – the Barricade avoids early wear and tear, essential for both practice and matches. The TORSION[®] System technology provides the perfect mix of mid-foot stability and flexibility, while adiPRENE[®] cushioning ensures maximum comfort during even the longest of rallies.

About miCoach

miCoach.com is an interactive training platform, developed to motivate, inspire and enable athletes to become better and reach their training goals, regardless of their training levels.

Further the miCoach system offers separate ways for athletes to get better:

The **miCoach Pacer** is a small, lightweight device that delivers real-time audible coaching as you exercise via headphones or combined with your own MP3 player. During your run, the miCoach Pacer verbally coaches you (i.e. speed up to green zone, slow down to blue zone, etc.) to ensure that you are staying within your targeted heart rate zone and keep you running at the right personal level.

The **miCoach mobile app** for the iPhone Blackberry and Android devices uses GPS for active real-time pace-based coaching and location tracking making the adidas miCoach platform available to millions of smart phone owners via the option to download for free at selected app stores.

For more information on the miCoach personal training systems please visit www.micoach.com.