

**adidas by Stella McCartney presents its distinctive GB Printed Cape, inspired by the ground breaking Team GB Olympic Kit**

May 2012 - Following on from the launch of the Team GB Kit for the London 2012 Olympic Games, designed by Creative Director Stella McCartney, the **adidas by Stella McCartney inline collection** shares in the excitement with a special range of ‘**Celebrate GB**’ pieces.

The focal point of the ‘Celebrate GB’ outfitis the **GB** **Printed Cape**, a high fashion all-weather jacket incorporating a graphic representation of the Union flag in a directional shape, set to be a collectors’ item for sports and fashion fans alike. Fusing concept design with practical weather resistance, the futuristic, streamlined style and waterproof technology make the cape the ideal choice for all outdoor sports. Balancing protective purpose with modern, diaphanous transparency and fashion forward tonal printing, the cape is the perfect outerwear for all who are celebrating the arrival of the Olympic Games this year.

The ‘Celebrate GB’ outfit hits retail as of June 15th in high end department stores such as Harrods in the UK and Nordstrom in the US. It can also be found at adidas Sports Performance stores, leading e-retailers including Net-a-Porter, and sports retailers globally. Additionally, the fall/winter 2012 collection will be available at around 793 stores from September 2012 onwards.

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:

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