

NEO

TEENS RULE THE RUNWAY AS ADIDAS NEO LABEL LAUNCHES UNIQUE FASHION SHOW WITH SELENA GOMEZ

Fashion frenzy as teens choose final runway looks with Selena
just moments before show begins

NEW YORK, USA (6 FEBRUARY 2013) – New York today played host to a different kind of fashion show. While most fashion brands carefully control their runway looks, adidas NEO Label instead took the brave decision to ask teens themselves to curate the show with outfits they liked best.

This real-time fashion show involved thousands of teens from across the world submitting suggested 'looks' with the final 30 outfits chosen by teen fashion bloggers on the day of the event. The bloggers, who were flown into New York especially for the fashion show, sent the looks down the runway in front of an audience of teen fans.

Selena Gomez, a global style icon for the brand, opened and closed the show and went through the final looks backstage with the team of teen fashion bloggers. The fashion show also marked the launch of the adidas NEO Label Spring Live Your Style Campaign, fronted by Selena Gomez.



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Selena said "I always encourage my fans to express themselves through fashion so it was really exciting that, for the first time at a fashion show, the looks were put together by the

people who actually wear them. It was such a fun day and I think the outfits that made it on to the runway were great. There were so many looks that I want to wear myself!"

Fans of adidas NEO Label from around the world were asked to submit their looks via the fashion community portal Polyvore. The looks were then shortlisted by teen bloggers during a number of styling sessions in the run up to the show.

Stephanie Mei Huang of High Sticked Voice blog from the USA says, "This has been the most exciting fashion show to be involved in. Not only did we get to work with adidas NEO Label Creative Director and stylist and choose the looks we liked the best, we were also able to talk Selena through our choices and get her input on the looks, which was amazing."

The bloggers also had the opportunity to input into the hair and make-up choices for the show and assist with styling. German teen DJ, DJane Therese was chosen to create an exclusive playlist for the event and of course the models were all teens themselves, which gave the show a unique twist.

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Dirk Schoenberger, Creative Director adidas NEO Label explains, "NEO is a brand with teens at its heart so it didn't feel right for us to choose which clothes to showcase on the runway. We wanted NEO fans to show us how they want to wear the adidas NEO collection and really 'live their style' through the event. We are really pleased with the number of looks that were submitted and I'm really proud of how the teens have represented our brand."

Fans will be able to view a film of the event on www.facebook.com/adidasneolabel, from February 8 2013.

Visit www.adidas.com/NEO to stay up to date on all things NEO, including the brand's fresh new looks and Selena Gomez's seasonal favorites beginning 2013.

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The adidas NEO Label is part of the adidas Sport Style sub brand based out of Corporate Headquarters in Herzogenaurach, Germany. NEO brings the heritage of sport and translates that to fashion at an accessible price point for teen consumers. Our core target consumer is 14 – 19 years global teen. A teen who is finding their edge in the everyday and putting their mark on it.

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