

**adidas by Stella McCartney launches limited edition BOOST running shoe**

**Herzogenaurach/Germany, 13th February 2013**: adidas by Stella McCartney introduces the Struthio BOOST shoe for Spring Summer 2013 as a Limited Edition item with only 1,000 pairs produced worldwide. The unique BOOST technology offers enhanced run performance and is designed using the highest level of innovation and technology. Drawing inspiration from this season’s adidas by Stella McCartney colour palette featuring pastel tones and bold tropical contrasts, the Struthio BOOST shoe is composed of black mesh with flashes of turbo red, white and fluoro peach accents, and flexible stretch details that replicate natural skin movement. The newly designed shoe provides comfort and style, fusing feminine lines with performance through the toughest exercise sessions.

adidas BOOST technology is a revolutionary development which introduces superior responsive cushioning to provide both the highest possible energy return and support the foot while in stride, stabilising it where needed, to minimise roll for more stability when engaging in strenuous movements. The BOOST foam contained in the upper sole ensures the shoe’s endurance to pressure from various surfaces from grass and road gravel and is three times more temperature-resistant than typically used EVA material, maximising comfort and flexibility during a run.

The Struthio BOOST shoe, priced at 200 Euros, will be available as of March on a limited edition basis at the adidas by Stella McCartney flagship store in London’s Brompton Cross as well as high-end department stores including Selfridges and Neiman Marcus. It can also be found online at [www.adidas.com/Stella](http://www.adidas.com/Stella).

For further information please visit news.adidas.com or contact:

Rita Gonçalves - adidas Global PR

Email: [rita.goncalves@adidas.com](mailto:rita.goncalves@adidas.com)/Phone:+49 9132 84 3255

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