**adidas NEO Label Selena Gomez**

**Collection Launch**

**SELENA GOMEZ LAUNCHES FIRST COLLECTION FOR ADIDAS NEO LABEL**

**HERZOGENAURACH, Germany (July 9, 2013)** – Global style icon Selena Gomez today launched her first ever fashion collection for adidas NEO Label in Berlin. Selena, who is already a hugely successful recording artist and actress can now add NEO guest designer to her ever-growing list of talents.

Selena’s ‘rock chic’-style collection was revealed at a launch event in the flagship adidas NEO store on Tauentzienstraße, Berlin, where she answered questions from her supporters in a Twitter Q&A, with a selection of questions being answered via Vine videos.

Selena has been working closely with the adidas NEO Label team on her 53-piece collection for teenage girls. The range is a twist on classic rock style with an effortless edge.

Designs have been inspired by Selena’s love of music and feature iconic styling from the world of rock and roll. Selena’s favourite pieces include the black, studded super wedge shoes with hidden height, and the tough but feminine denim vest with an embellished collar, perfect for a lunch date with friends.

Selena Gomez commented: “I love playing around with fashion and like clothes that are fun, easy to wear and comfortable. My collection has a ‘rock chic’ theme and it’s confident, rebellious and fun. It’s also a little bit darker and I think it encourages girls to put their own stamp on their individuality and show confidence in what they are wearing.”

Models at the launch showed off Selena’s favourite pieces from the collection to the world’s media, dressed in a variety of looks that are comfortable yet stylish, with a rock and roll edgy side. The range has been designed with an element of fun in mind and each piece can be worn with different styles to change the mood and feel of any outfit.

Claire Midwood, Vice President adidas NEO Label, said: “Selena is loved for being a stylish fashion inspiration to young girls. NEO Label is all about teenagers – seeking adventure, and unexpected surprises, so it was a natural collaboration.”

Fans from all over the world were given the chance to be part of today’s action, as Selena hosted an interactive Twitter Q&A session using hashtag #NEOaskSelena. Questions from Twitter and the audience were answered by Selena and released via the adidas NEO Twitter account @adidasNEOLabel.

To view Selena’s interactive look book, visit [www.adidas.com/selenagomez](http://www.adidas.com/selenagomez)

To stay up to date on all things NEO, including the brand's fresh new looks, visit [www.adidas.com/neo](http://www.adidas.com/neo).

adidas NEO Label is available online through adidas.com online shop, in NEO stores and wholesale accounts around the world.

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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.\*\*\*