

**Futuristic prints, retro stripes and distinctive brights set SS14 alight**

**Vibrant and eclectic; the new adidas by Stella McCartney Spring/Summer 2014 collection**

**London, 17 September 2013:** Today, **adidas by Stella McCartney** presents a Spring/Summer 14 collection with an eclectic array of colours, attracting the wearer out into the open air with its fusion of vivid brights, retro lines and bold prints. The new collection is presented in a visually exhilarating, highly anticipated global launch during London Fashion Week. Focused on sleek feminine structures and innovative texture combinations, the collection unites aesthetically compelling, standout style and supreme functional performance.

*‘This season I was really inspired by urban landscapes, and the colour tones and dimensions of a skyline. There is a play on contrasts: the* ***Run*** *and* ***Cycling*** *ranges are graphic, while the* ***Studio*** *range has a hint of retro cool****.*** *I’m also really proud to offer a collection that incorporates sustainable elements wherever possible: this season not only do we use organic cotton, recycled yarn and the dry dye technology, but we also have made a real effort to reduce on surplus waste.’* says Stella McCartney.

Futuristic designs meet colour blocking in this season’s expressive London **Run** and **Cycling** ranges. Dynamic contrasts occur as strong geometric shapes in fierce shades are tempered by feminine silhouettes; summery daisy prints and transparent panelling are amplified by bold colour accents and unexpected cut outs. Eye-catching new combinations of Performance Tanks and Tights in striking two-tones are offset by Shorts in all-over Summer Red and Indigo. Performance Gilets, Jackets and Hoodies in a captivating palette of Intense Orange, White and mid-range Blue complete the look. As temperatures rise, trailblazing CLIMACHILL® technology in Tees keep runners cool and comfortable with breathable fabrics installed with instant cooling dots. Techfit pieces benefitting from compression fabrics and applied PU bands in specific areas ensure cool functionality and wearability even during the most physically demanding workouts.

**Low Waste** Tees in bright citrus and soft heather grey are complimented by **Low Waste** Shorts and a Short Sleeve Sweatshirt in white and light mint, as **adidas by Stella McCartney** introduces new high-sustainability pieces to the line. Advanced, eco-friendly cutting techniques ensure 95% of fabric used creates the final product, with the remaining 5% recycled or repurposed, so that no surplus material goes to waste – presenting the perfect performance/style option for those mindful of their carbon footprint. **Organic** **Cotton, Recycled Yarn** and **Dry Dye** pieces in each range complete the sustainable offering.

Signature Stella shades – including Dusty Rose and Light Maroon – feature throughout this season’s seventies-inspired, high performance, New York **Studio** range. Collegiate-style **adidas by Stella McCartney** logo Sweatshirts and Jersey Tanks capture the Stella team spirit, while Loose Tees and Boxer Shorts with striped rib detailing layer effortlessly over an eco-friendly **Dry Dye** Tank and Short. The ultimate embodiment of sporting empowerment, Bomber Jackets in brand new mesh fabrications and pink and lavender two-tones make for a truly iconic look.

Inspired by the vibrant beauty of Rio de Janeiro, Brazil, this season’s **Swim** range offers sensational separates and one pieces in sunshine yellow, tropical lime, bright coral and turquoise tones for a feminine look infused with sporting practicality. Sensual cut outs, miracle lines and panelled structuring create sleek, sexy silhouettes that flatter and enhance the athletic female form. Seamed bust detailing and transparent Vinyl Jackets add an urban twist. Adding new models to the **adidas by Stella McCartney** Surf offering introduced last year, Rashguard surf tops in Bright Coral and Indigo ensure comfort and style on the board.

The **Yoga** range features a series of simple, relaxed looks with a focus on active wear providing ultimate manoeuvrability and comfort. Reminiscent of Tokyo’s springtime cherry blossom, Loose-fit Organic Sweatshirts and Tees in Fresh Aqua, Bright Coral and White sit alongside Organic Knit Shorts, allowing the body unrestricted natural movement and flexibility; a CLIMALITE SEAMLESS® stretch Onesie in light cyber lime affords total freedom of expression and relaxation. The season’s collection also continues to present style options for **Weekender** activity, with pieces influenced by the distinctive urban/mountain landscape of Hong Kong.

Offering a unique fusion of technical superiority and style for the true performance-focused tennis player, this season’s innovative **adidas by Stella McCartney barricade** range will be worn by ambassadors Caroline Wozniacki, Maria Kirilenko and Laura Robson at the Australian and French Open. Showcasing cutting-edge athletic design and standout aesthetic, the range comprises separates and dresses based on an energising palette of yellow, white, emerald and mint accentuated by bold, all-over leopard print and retro stripes in tangerine. Swinging plissé skirts evoke Parisian Chic and maintain a highly feminine, playful look. The Australian and French Open will see Caroline, Maria and Laura taking advantage of the benefits of the form and function of the range, stepping out on court in an edited selection of match day ensembles. Designed for the next generation of tennis champions, Spring/Summer 2014 also hails the introduction of **adidas by Stella McCartney barricade Youth** to compliment the women’s range.

**Footwear and Accessories**

The season’s collection is supported by high performance footwear and utility accessories; each styled to reflect the adidas by Stella McCartney aesthetic while providing specific performance benefits.

SS14 sees the introduction of the first ever **adidas by Stella McCartney Primeknit Run** shoe, constructed using revolutionary digital knitting technology to produce a seamless one-piece upper. Lightweight and low-waste, this pioneering yarn-fused runner combines Stella’s apparel knitting expertise with breakthrough technology and design to deliver optimum performance, support and comfort. Available in white and transparent striped colourways, each shoe features a unique identification number on its tongue, imparting a sense of true individuality onto the wearer. This shoe will be available worldwide with exception for the US market.

Alongside the new adidas by Stella McCartney Primeknit shoe, the **Run** collection’s **adidas Boost** shoe uses intelligent rubber zoning for grip and weight reduction – as well as stretch to mimic natural skin movement – to ensure unparalleled energy return in training. With thousands of capsules contained within the shoe storing and unleashing energy with every step, the design features of **adidas Boost** make it the shoe of choice for professional athletes around the globe. Double layer, four-way mesh uppers in soft sand and white featuring diamond-shape ventilation spaces complement the aesthetic of the main collection, with strong neon accents adding dynamism and verve.

To complement this season’s **Studio** collection, the ClimaCool **adipure** shoe features ultimate breathability and an innovative, high-flexibility sole and strategically placed flex grooves to amplify the natural movement of the foot, delivering unprecedented control. Iconic **Studio** Gym Bags in perforated taffeta and glossy fabrications meet Ready to Dance Bags in light, summery tones to complete the look.

Urban-inspired accessories with retro detailing complete the SS14 offering, with understated back packs and classic bumbags adding functional yet fashionable finishing touches. Multiple pockets and tag zips ensure easy storage of possessions on the go.

The Spring/Summer 14 collection will be available, from January 2014 onwards, in the flagship adidas by Stella McCartney store in London’s Brompton Cross, as well as over 788 concessions in adidas Women’s stores, adidas Sports Performance, leading e-retailers and sports retailers globally and high-end department stores such as, Lane Crawford, Neiman Marcus, Isetan, Le Printemps, Harrods and Nordstrom. It can also be found online at [net-a-porter](http://www.net-a-porter.com/), [www.adidas.com/stella](http://www.adidas.com/stella) and www.stellamccartney.com. Accessories and Footwear prices start from around 45 Euro for Swimwear up to 300 Euro for the Run Printed Jacket.

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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.

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For more information on Stella McCartney please visit:

Stellamccartney.com

**Notes to Editors:**

adidas by Stella McCartney collaboration was launched in Spring/Summer 2005 and remains a unique concept for women’s sports performance. The highly innovative sports performance range consists of apparel, footwear and accessory pieces in Tennis, Weekender, Running, Yoga, Studio, Swim and Cycling for the spring/summer seasons, and Wintersports for the fall/winter seasons.

**adidas Better Place**

The adidas by Stella McCartney collection is part of the adidas Better Place Program. adidas Better Place is the adidas sustainable product program. In order to be considered a Better Place product, the product must be produced with more sustainable material options such as organic cotton or recycled polyester, or manufactured in a more sustainable way to reduce the use of water, energy or greenhouse gas emissions. As with all adidas products, Better Place items are produced without dangerous chemicals manufactured under the highest workplace standards.

adidas is constantly reviewing its Better Place product criteria as new information becomes available on how and where these environmentally sensitive materials are produced. Below are some examples of materials that are considered more sustainable.

**Recycled materials**

At adidas, we source various recycled materials such as inlay soles, textiles, finishings, and rubber. Recycling is the reprocessing of old materials into new products, which prevents the waste of useful materials, reduces the consumption of fresh raw materials, and lowers the total amount of energy needed to extract and process virgin materials into new products.

**Organic Cotton**

Growing cotton organically means returning to farming the traditional way. Farmers use no genetically modified seeds, no synthetic fertilizers or pesticides, and no defoliants. All pest control is natural and all fertilizers are from organic composts. Growing cotton without the use of synthetic fertilizers or pesticides helps to prevent the introduction of chemicals into the environment.

**Tencel®**

This wood-based material, produced by Lenzing from independently certified, sustainably managed eucalyptus forests comes from a renewable source. The wood fibre is organically farmed, and manufactured in a closed-loop process, which means that there is no waste released during its processing. Tencel® is biodegradable, and is seen as the best quality rayon on the market at the moment.

**Recycled Polyester**

Recycled polyester turns a waste product into a useful cloth. Made from plastic bottles and post-industrial waste, this cloth comes from chopped up and melted plastic spun into fibre, using materials that would have otherwise been disposed of as waste.