**adidas extends pattern efficiency range**

**Sports performance brand adidas incorporates innovative product designs to reduce waste whilst maintaining adidas high performance**

adidas has revolutionised how they develop key apparel ranges to reduce waste whilst maintaining performance and style. Both the *Running* and *adidas by Stella McCartney* teams have worked creatively to change the way they make patterns to increase the pattern efficiency of their new product ranges in order to reduce fabric waste.

To highlight this unique design and production process adidas has developed a short animation that tells the low waste pattern efficiency story. The animation underlines how adidas is constantly reinventing ways of working to improve and innovate. The concept of the animation is to demonstrate the unique thought process that went in to designing these ranges - underlining the fact that changing perceptions and going against the norm can lead to a more efficient design process—a design process that doesn’t compromise comfort, fit or style.

The *adidas by Stella McCartney range* followed a holistic approach, playing with a few different colours whilst incorporating a 95% organic fabric. The range includes Low Waste Tees in bright citrus and soft heather grey that 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 and style option for those mindful of their carbon footprint.

The *Running* apparel range was designed to maintain high performance objectives whilst at the same time reducing material use as much as possible. The team did this by using square and rectangles in the main pattern and ensuring a performance fit with stretchy inserts. Through changing the pattern, the team was able to increase pattern efficiency to 96% - meaning 96% of the fabric on the cutting table was used in the product.

**Craig Vanderoef, Business Unit Director, Global Running at adidas commented:**

*“At adidas we are constantly striving to make our products better, not just by increasing performance, but by continuing to develop how the products are made. Our goal, when designing these ranges, was to maximize pattern efficiency while being as resourceful and creative as possible. We have created products that are high performing, and stylish that also reduce waste”*

Watch the animated film, created in collaboration with *Big Animal Productions* here:

(Insert link)

The film shows how a piece of paper can be manipulated to demonstrate how materials can be used in a more efficient and sustainable way.

The *adidas by Stella McCartney* range includes: a t-shirt, sweatshirt, cape and knit-shorts. These products will be available as of February 1st 2014.

The *Running* apparel range includes: a t-shirt, tank top, skirt, shorts, running tights and sweatshirt. These products will be available in Fall/Winter 2013.

**- END -**

**For further detail on low waste pattern efficiency please contact:**

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**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