

**adidas by Stella McCartney shines the spotlight on sustainability for SS14**

**One fifth of new Spring/Summer 2014 collection eco-friendly**

**Herzogenaurach, February XX 2013:** This season, **adidas by Stella McCartney** renews its ongoing and passionate commitment to the environment with the launch of its new Spring/Sumer 2014 collection, which is one fifth sustainable. Always considering innovative ways to increase its ecological offering, SS14 sees **adidas by Stella McCartney** introduce thirty-nine new high-sustainability pieces to the line, with **Low Waste, Dry Dye, Organic Cotton, Recycled Yarn** and **Tencel®** options to inspire the next generation of eco-conscious athletes.

*‘I’m really proud to offer a collection that incorporates sustainable elements wherever possible: this season not only do we use dry dye technology, recycled yarn and organic cotton, but we also have made a real effort to reduce on surplus waste. One fifth of the entire collection is sustainable and we continuously strive to find new ways to do our bit for the environment.’* says Stella McCartney.

Alongside uniting aesthetically compelling, standout style and supreme functional performance, **adidas by Stella McCartney** follows the same code of ethics as all Stella McCartney collections, as part of the adidas [Better Place Program](http://www.adidas.com/com/goallin/search/betterplace). Launched in 2007, the adidas Better Place Program aims to guide and encourage the creation of more sustainable products without compromising their functional and quality performance.

Low waste

Focusing on the essence of performance based on a unique formula that combines fewer parts and clever design to achieve minimum waste and maximum output, **adidas by Stella McCartney** presents its first ever **Low Waste** range. **Low Waste** Tees in bright citrus and soft heather grey are complimented by **Low Waste** Shorts and a Short Sleeve Sweatshirt in oatmeal and light mint – presenting the perfect performance/style option for those mindful of their carbon footprint. Advanced, eco-friendly cutting techniques ensure at least 95% of the fabric used creates the final product, with the remaining 5% being recycled or repurposed, so that no surplus material goes to waste.

Dry Dye

The first and most revolutionary of its kind, **Dry Dye** technology eliminates the need for water to dye clothing and uses 50% less energy alongside 50% fewer chemicals than traditional dying processes. Introduced in 2012, when **adidas by Stella McCartney** launched the first ever **Dry Dye** T-shirt as part of its FW12 collection to support the adidas **Dry Dye** global initiative, SS14 sees two new **Dry Dye** pieces added to the line. Integrated into this season’s **Studio** range – which takes its inspiration from New York’s dynamic outdoor workout scene – **adidas by Stella McCartney** presentsits first Studio **Dry Dye** Tank and Short combination in Black. Formulated using polyester knits for supreme breathability to keep the body cool and dry; the Studio **Dry Dye** Tank also features a racer-back construction for comfort and manoeuvrability throughout even the most physically demanding workouts.

Organic Cotton

**100% Organic Cotton** pieces feature throughout this season’s **adidas by Stella McCartney** collection; oversized Organic Swim Tees meet with comfort-enhancing Organic Run Tanks, while loose-fit Organic Yoga Sweatshirts, Sweatpants and Tees in White Vapour, Bright Coral and Light Mint – reminiscent of Tokyo’s springtime cherry blossom – allow the body unrestricted natural movement and flexibility, for total freedom of expression and relaxation. **adidas by Stella McCartney** **Organic Cotton** pieces are inspired by the Better Cotton initiative, which enables cotton farmers around the world to grow cotton in safer and healthier ways, and of which adidas is a founding member. Natural seeds, fertilisers and pest controls based on traditional farming methods are used in place of synthetic ones, to help prevent the introduction of chemicals into the environment – and reduce the impact this has on the farmers, as well as the surroundings.

Recycled Yarn

Constructed using cutting-edge fabrics made from **recycled yarn**, this season’s Rio de Janeiro-inspired Swim range offers sensational eco-friendly separates and one pieces in tropical yellow, lime, coral and turquoise tones for a feminine look infused with sporting practicality. The use of **recycled yarn** ensures the production of quality performance products with minimum waste, and reduces the impact of manufacturing on the planet. As well as the SS14 Swim range, **recycled yarn** can also be found in this season’s Weekender range.

Tencel®

Made from 100% natural fibres, **Tencel®** is an organically farmed, wood-based material renewably sourced from sustainable eucalyptus forests. High quality, biodegradable and with zero waste generated during production, SS14 sees **adidas by Stella McCartney** introduce two new graphic **Tencel®** tanks to the line; Its controlled micro-structure moves moisture away from the body, keeping it cool and dry.

The Spring/Summer 14 collection is available 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 [adidas News Stream](http://news.adidas.com/Global) or 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.