

**adidas signs internationally renowned training expert Nicole Winhoffer as Global Trainer for adidas Women**

**Herzogenaurach, November 2014**: Today, adidas announces its partnership with internationally acclaimed fitness artist Nicole Winhoffer as its new ambassador for adidas by Stella McCartney. Nicole will debut pieces for adidas by Stella McCartney through the upcoming FW14 season and beyond.

In her capacity as an adidas Global Trainer, Nicole will be involved in creating unique training sessions as well as attending both global and local events for adidas by Stella McCartney, sharing her knowledge in new training techniques to bring its performance and style credentials to life for both media and consumers.

*"It is beyond my wildest dreams to be able to collaborate on a global level with adidas, the leading sports performance brand, and Stella McCartney, a pioneer to women's fashion and style. I am honored to be a part of their family. Fitness is art, and together, our marriage of movement, performance, and fashion will create a new standard. The sky is the limit!”* – Nicole Winhoffer

Nicole continues to work with a portfolio of worldwide celebrities which is testament the effectiveness of her approach. She counts Stella McCartney as a personal training client, and her natural affinity with the values at the heart of adidas by Stella McCartney make her an obvious choice to inspire its fans.

*‘It’s really exciting to have an opportunity to work with a woman that lives and breathes every moment of what she does and uses health and fitness in a way that inspires others. I am thrilled that she is joining the adidas by Stella McCartney family.’* – Stella McCartney

Nicole will primarily wear adidas by Stella McCartney Studio pieces, complemented by selected items from the Run and Performance Essential ranges. Media, consumer and social activations with Nicole will begin from November 2014.

* ENDS -

For further information please visit [adidas News Stream](http://news.adidas.com/Global) or contact:

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[www.facebook.com/adidaswomen](http://www.facebook.com/adidaswomen)

<http://instagram.com/adidaswomen>

www.adidas.com/stella

<https://twitter.com/nicolewinhoffer>

<http://instagram.com/nicolewinhoffer>

<https://www.facebook.com/nicolewinhoffer.athlete>

**Notes to Editors:**

For more information on Nicole Winhoffer please visit <http://www.nicolewinhoffer.com>

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.

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.