INFORMATION EMBARGOED UNTIL 1st JANUARY 2015

**Performance Pop!**

**Introducing adidas StellaSport: a brand new range for action girls**

**London, 22nd January 2015: adidas StellaSport** is a brand new adidas sports range aimed at a younger audience, under the creative direction of Stella McCartney. Launching in January 2015 the range combines sport and style with bold branding, explosive colours and fresh prints; redefining sportswear with a brand new approach for the age group.

Designed for the action girl, **adidas** **StellaSport** comprises of apparel, footwear and accessories that can be worn from the gym to the city streets yet introducing sports performance technologies. The range includes everything from kit bag essentials to standout statement silhouettes.

Stella McCartney, Creative Director for **adidas StellaSport** comments:

*“The adidas StellaSport girl is young, current and vibrant, looking to make a statement and stand out - we wanted to bring that to life within the collection and fuse performance with style to create - performance pop.”*

Unexpected colour blocking features in sporty tanks, bras and tights which are all designed with fast drying climaliteTM fabric ensuring ultimate comfort and everyday wearability; punctuated with modern signature prints and statement silhouettes like the onesie and trainkini.

**adidas StellaSport** footwear features open mesh uppers for increased ventilation and inbuilt sock liners for a more comfortable fit. The range is completed by a selection of sporty accessories including logo trucker caps, knee high gym socks and pop colour backpacks.

The Spring/Summer **adidas StellaSport** range is available from January 15th at adidas.com/StellaSport. It complements the existing adidas by Stella McCartney range now celebrating its 10th anniversary with Spring Summer 2015, comprising of the following categories - running, yoga, studio, swim, weekender and wintersports.

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