



stella mccartney

adidas by Stella McCartney jumps into Spring/Summer 2016 with an outstanding collection showcased by athletes

SS16 introduces a technically innovative collection with 70's inspired style cues

Herzogenaurach, September 2015: *adidas by Stella McCartney* enters a new era of advanced sporting technology with a fierce and fast Spring/Summer 2016 collection captured in action for the first time by American professional track and field athlete, Tori Bowie. Inspired by – and destined for – greatness, Tori evokes the passion and drive of a true athlete in a campaign shot by photographer Willi Vanderperre. Known for his minimalist and cerebral approach to imagery, the campaign showcases the physical prowess of this striking collection against the dynamic backdrop of London's great outdoors.

"This season the Run marathon outfit epitomises the strength of performance in the collection. Adizero®, Climalite® and ClimaChill® technologies were combined to create the lightest, coolest and most advanced kit yet. With more women running long distance, it's important to give them an outfit designed for ultimate endurance, without compromising on style." says Stella McCartney.

Introducing its most technically innovative and responsive running outfit to date, the **adidas by Stella McCartney** marathon look features trailblazing Adizero® DNA infused with superior lightweight and cooling functionality. Apparel sees Climalite® fabric draw sweat from the skin, allowing runners true freedom of movement as they push on to the finish line, whilst ClimaChill® technology keeps runners cool and comfortable. Beat personal bests in the **ClimaChill Crop** in Radiant Orange and the **Adizero Run Short** in Radiant Gold layered with the **ClimaChill Short** in Glow Pink, or standout from the competition with the **Adizero Run Tank** in Lab Lime paired with the **Adizero Run Short** in New Green. The **Adizero Adios Run Shoe**, knitted with lightweight tooling and glow-in-the-dark reflective elements in a snakeskin print of White, Ultra Glow & Universe or Black, Pomegranite & Maroon, enhances each stride to unleash untapped energy. As the stakes rise with the heat, choose the **Run Back Pack** with reflective snakeskin print and the **Adizero Run Cap**.

"I love everything about the adidas by Stella McCartney Spring/Summer 2016 collection. It's bursting with explosive colours and exotic prints, but it's the technical features that truly stand out – they are unparalleled. You can really tell the difference when your outfit works with you, and it's so crucial that apparel and footwear enhance my performance when the stakes are high," says Tori Bowie.

This season's **Run** range dominates the landscape with apparel and footwear inspired by the instinctive focus of wild animals. Featuring an exotic snakeskin print, the **Techfit Tank** and **Techfit Tight** is seen in Pearl Grey & Soft Powder and Oyster Blue colourways. Tori's performance is powered by head-to-toe Techfit® technology, which focuses muscle energy to generate maximum power, acceleration and long-term endurance. For cooler days, the **Run Sweatshirt** in Snow Pink or Snow Blue provides an extra layer, while possessions can be packed away in the **Run Belt** in Radiant Gold.

With a range inspired by the prevalence of retro styling this season, Tori debuts another **adidas by Stella McCartney** first; the **Studio Onesie** in Dark Grey Heather. This tight fit, all-in-one with racer back construction includes an integrated sports bra and stylish cut-out opening at the lower back, to create a unique studio look. Climalite® keeps sweat at bay, while the light-weight Meryl Hydrogen material offers a soft touch and premium comfort for optimum freshness, even after an intense workout. The Climalite® **Studio Zebra Tight** in Bold Blue introduces the second animal print of the season, and completes Stella's favourite **Studio** look for Spring/Summer 2016. The **Vibe boost** shoe, in an ice grey colourway of Universe & Mystery, features boost tooling and a knitted upper to bring stability and agility to the studio.

Inspired by the instinctive focus of wild animals, the energetic **Performance Swimsuit**, in an all-over zebra print of Dark Blue and Black or Smoked Pink & Mystery, provides a tight fit performance silhouette for the watersports athlete. With its racer front and back, elegant cut-outs and high leg opening, the flatlock stitching of this outstanding swimsuit enables supreme comfort and an enhanced speed. Keep in lane with razor-sharp vision with the **Swim Goggles**, while the **Printed Cap** streamlines silhouettes for a faster stroke. The **Hikara Outdoor Sandal** in Black & White and the **Swim Transparent Bag** delivers everything the serious swimmer needs to exceed her personal best.

The Spring/Summer 16 collection will be available from January 2016 onwards in the flagship **adidas by Stella McCartney** store on London's Fulham Road, Miami's Lincoln Road and Miami's Aventura Mall. The collection is also available at Stella McCartney mainline stores and over 788 concessions in adidas Women's stores, adidas Sports Performance, leading e-retailers and sports retailers globally. High-end department stores such as, Lane Crawford, Neiman Marcus, Isetan, Le Printemps, Harrods and Nordstrom, carry the collection. It can also be found online at [net-a-porter](http://net-a-porter.com), www.adidas.com/stella and www.stellamccartney.com. Apparel prices start from around 30 Euros for the Running Socks, up to 320 Euros for the Studio Parka.

- ENDS -

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](#) or contact:
Danica Nielsen-Cornwall - adidas Global PR
Danica.Nielsen-Cornwall@adidas.com /+49-9132-84 73982

www.facebook.com/adidaswomen
<http://instagram.com/adidaswomen>
www.adidas.com/stella

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.