



**adidas by Stella McCartney Barricade debuts new SS16 collection at Australian Open**

**As temperatures soar, players keep cool in cutting-edge technology designed to combat the heat**

**Herzogenaurach, January 2016:** **adidas by Stella McCartney Barricade** launches its vibrant new Spring/Summer 16 collection, worn by brand ambassadors Caroline Wozniacki and Garbiñe Muguruza at the Australian Open 2016. Technical detailing and trailblazing athletic designs fuse together to provide a winning combination for the first Grand Slam tournament of the year.

Pushing the technical benefits of the collection to its limits, this season's highlight is the new **adidas by Stella McCartney Barricade BOOST Textile Shoe**, which will debut in a **Light Flash Orange** colourway. Featuring an innovative primeknit construction, the shoe's seamless knitted upper provides the ultimate close-fit. Designed with exclusive BOOST technology, thousands of capsules make up the shoe's distinctive heel, whilst its unique cell structure enables energy to be stored and unleashed when it counts the most.

Caroline will step out on court in the new **Barricade Dress** in a **Coral Pink & Powder Rose Pink** colourway. Infused with advanced cooling technology and bold yet feminine colour blocking, the dress seamlessly fuses function with style for maximum court performance. Engineered with ClimaCool® and mesh inserts for vital ventilation, the athletic silhouette's bonded seams ensure ultimate freedom of movement during play.

*"I need to be able to rely on my outfit to enhance my performance. Keeping cool on court is an absolute must; the **adidas by Stella McCartney Barricade Dress** is designed with technology to keep me as cool and comfortable as possible, and is engineered to support the most intense rallies. I feel totally ready to take on the competition."* says Caroline.

Fellow competitor Garbiñe Muguruza will wear a sunset-inspired **Tank** in **Coral Pink**, featuring bonded seams and breathable red mesh inserts for optimal comfort. The **Skort** in **Bright Gold & Coral Pink**, featuring a soft waistband construction with colour tipping, provides a functional and stylish finish. Garbiñe will showcase the SS16 **Barricade Shoe** in **Box Red**, with its newly engineered mesh upper and internal bootie construction for ultimate comfort. Fitted straps provide maximum stability, supporting frenetic side-to-side movements and ensuring the shoe's suitability for the abrasive hard courts found at the Australian Open. The heel's shock-absorbing adiPRENE technology reduces fatigue and risk of injury, while adiPRENE+ offers a cushioned and responsive feel.

This season's accessories prove vital; as the blazing sun floods the courts players remain cool and focused with the **Visor** and **Wristbands** in **Glacial & Flash Orange**, completing both head-to-toe looks.

**The adidas by Stella McCartney Barricade SS16** collection is available as of the 1<sup>st</sup> of December onwards in high-end and specialty retailers worldwide, as well as the adidas by Stella McCartney flagship store in Brompton Cross, London and online at [www.adidas.com/tennis](http://www.adidas.com/tennis). Apparel and Accessories prices start from 15

*Euro for the Barricade socks up to 110 Euro for the adidas by Stella McCartney Barricade dress. Footwear prices start from 130 Euros.*

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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.*

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