***Go team action girls*! adidas StellaSport introduces a varsity-inspired Fall/Winter 2016 collection bursting with stars, stripes and striking silhouettes**

* **Push the boundaries of sporting style in fun, fresh and preppy prints -**
* **Stimulate the senses and unite with shared energy -**
* **StellaSport champions the confident and daring nature of action girls everywhere –**

*Insert lead image*

**HERZOGENAURACH, June 2016** - **adidas StellaSport** hits the playing field in a Fall/Winter 2016 collection inspired by the passion, drive and spirit of varsity sports. Oversized lettering, eye-popping colours and bold graphic prints stimulate the senses as action girls everywhere unite in their shared energy. Capturing explosive air jumps, skillful twists and upside-down turns, the campaign champions the confident and daring nature of StellaSport action girls, who create their own ideas and live by their own rules. *Go team action girls*!

**June: Americana Girls**

Push the boundaries of sporting style to its limit with the first drop of the season in June by flying the flag for the all-American inspired team spirit in head-to-toe stars and stripes. The Print Tight in White/Night/Indigo/Bold Blue pairs perfectly with this season’s Crop Bra in Night Indigo/White, designed with Climalite© to keep you cool when the competition gets tough. Get serious and go the distance in the Ively Shoe in White/Core Black/Solar Red, built to keep up with the daring decisions of the wearer, whilst the matching Gymsack in Night Indigo/White and the SC Cap Ember in Bold Blue/Flash Red, provide an added pop of colour and finish this dynamic, fun and athletic look.

**July: Summer freedom**

Get track-ready and enjoy the freedom of summer in July wearing collegiate prints ideal for the stadium, the street and beyond. The preppy Padded Bomber in Night Indigo proves the perfect choice when the sun goes down, whilst the College Tank in Semi Flash Orange/Night Indigo/Super Yellow paired with the Print Tight in Bahia Orange/Semi Flash Orange/Night Indigo/Bold Blue, provides a rocking look wherever you are. Accessorise with the starry striped and stand-out socks from the SC Knee 3 Pack in Night Indigo/Semi Flash Oranges15/White, and the SC Teambag 1 in Night Indigo/Flash Red SC15/White.

**September: Back to class in sporting style**

Create new style rules and head back to college this September in mixed prints, playful layers and standout bold graphics. Make a statement by rocking the bold and colourful check and rose print Check Wind Breaker in Solar/Red/White/Night Indigo. A retro-inspired shape featuring batwing sleeves, elastic cuffs and a draw cord hem, this lightweight jacket is designed for movement and engineered with Climastorm© to protect you through wind and rain. Stash everything from books to weights in the matching check and rose print Backpack in Night Indigo/Flash Red. For those looking to move effortlessly from the classroom to the track, the versatile Logo Tight in Night Indigo and the unapologetically bold Easy Tank in Solar Red/Joy Green are perfect when on the go.

**October: Embrace outdoor drills**

True outdoor warriors remain unstoppable as the colder months descend from October. Stand out from the crowd and embrace eye-popping colour with the Warm Jacket in Solar Red and keep moving in the Climawarm Tight in Medium Grey Heather/Night Indigo paired with the Longsleeve Tee in Solar Red. Embrace those outdoor drills by keeping in time with the team in the energetically bright high-top Irana Shoe in Bright Yellow, keeping the cold weather at bay with the SC Woolie hat in Pop Purple/Night Indigo/White.

The Fall/Winter 2016 adidas StellaSport collection is available from June 2016 onwards at [adidas.com/StellaSport.](file:///\\data.talkpr.pri\ELC\Shared\TALKPR\GLOBAL\ADIDAS%20BY%20SMC\STELLA%20SPORT\SS16\Press%20Release\adidas.com\stellasport)

**- ENDS -**

**For further information please see the adidas News Stream or contact:**

<http://adidasstellasport.tumblr.com>

@adidaswomen

#adidasStellaSport

Danica Nielsen-Cornwall - adidas Global PR

Danica.Nielsen-Cornwall@adidas.com/+49-9132-84 73982

**Notes to editors:** adidas offers products out of two different divisions: Sport Performance (leading technologies), Sport Style (Fashion Group and Originals). The adidas StellaSport range is part of the adidas Sport Performance division. It complements the existing adidas by Stella McCartney range now celebrating its 10th anniversary comprised of the following categories - running, yoga, studio, swim, weekender and wintersports.