

- Karlie Kloss announced as the face of adidas by Stella McCartney -

- Athlete and supermodel set to launch the Fall/Winter 2016 Collection campaign -

- New campaign showcases a collection fusing cutting-edge technology and style to inspire and empower today's strong, multi-faceted women -



[18/07/2016] – Herzogenaurach, Germany – adidas by Stella McCartney has announced that supermodel Karlie Kloss has joined adidas by Stella McCartney as the face of its Fall/Winter 2016 campaign. Karlie Kloss pushes the boundaries in her career as a model and in sports where she demonstrates her broad athletic skills. She encourages a generation of women worldwide to accomplish more through her impressive list of talents, including modelling, sports, coding and philanthropy. With her values and ethos in line with the brands, the 23-year-old inspires athletic women everywhere by showcasing her natural sporting ability in the collection's key looks. A fusion of targeted technology and cutting-edge style, the adidas by Stella McCartney Fall/Winter 2016 Collection pushes the boundaries of sportswear to its limit,

encouraging today's strong, multi-faceted women to break the barrier and achieve the most from every workout.

Sharing her excitement on her collaboration with adidas by Stella McCartney, Karlie Kloss comments:

'It is truly an honour to be working with adidas by Stella McCartney. I am someone who constantly strives to make the most of every opportunity, and I never want to compromise on the things that I love – particularly fashion and fitness. The ethos of the brand feels like such a natural fit for me.'

Stella McCartney comments:

"Karlie is a true adidas by Stella McCartney woman. She has that unique energy that drives others whether she is in front of the camera or challenging herself in the gym or on the track, all the while expressing her own individual style. I am thrilled to have her as the face of the Fall/Winter 2016 collection, she inspires and empowers a new generation of women to push themselves further in achieving their goals without compromise."

The Fall/Winter 16 collection will be available from July 2016 onwards. For further information please visit www.adidas.com/stella and www.stellamccartney.com

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For further media information please visit adidas News Stream or contact:

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Notes to editors:

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.

www.facebook.com/adidaswomen

<http://instagram.com/adidaswomen>

www.adidas.com/stella

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.