

## adidas by Stella McCartney Spring/Summer 2017 global collection reveal

- An immersive, virtual 'triathlon' event in Los Angeles hosted by Stella McCartney -
- Hannah Bronfman, Chelsey Korus and Eniko Mihalik will take part in the digitally-focused event to showcase the performance and style credentials of the collection's five ranges -

**Culver City, LA, 2<sup>nd</sup> November 2016:** Set against the vibrant backdrop of Los Angeles, adidas by Stella McCartney introduces the Spring/Summer 2017 collection via an action-packed, virtual 'triathlon' experience hosted by Stella McCartney herself. Joined by renowned DJ Hannah Bronfman, yogi Chelsey Korus and model Eniko Mihalik, attending guests will discover this season's key designs and technologies. Presenting select highlights, five bespoke and futuristic spaces will become the lively setting to demonstrate each of the ranges – Training, Swim, Cycling, Run and Yoga – in action.

*"Every season, we reinforce the style and performance credentials of the adidas by Stella McCartney collections. For Spring/Summer 2017, we wanted to meet the needs of the multifaceted and fitness-focused women of today, no matter what their choice of exercise. Today you will see the collection and the women that wear them in action."* **Says Stella McCartney.**

### **Training ClimaCool Room: Chapter 1**

The Training room will feature an intense Pound Workout, the world's first cardio jam session inspired by the infectious, energising and sweat-dripping fun of playing the drum. Hannah Bronfman will take part in this session, which represents the 'warm up' element of the triathlon journey, while showcasing the credentials of adidas' cooling and sweat-wicking Clima technologies: ClimaCool, ClimaChill and ClimaLite.

### **Swim Speed Room: Chapter 2**

The Swim room is the first of the three triathlon disciplines. Three swimmers will 'fly' in the pool to highlight the performance credentials of the range, while an immersive backdrop of digital screens will provide depth and perspective to bring the theme of speed to life.

### **Cycling Reflectivity Room: Chapter 3**

A spin session in the dark will take place in the Cycling room to showcase the reflective elements of the collection. Digital screens will present a virtual cycling experience, as if cycling through the streets of downtown L.A by night.

### **Run Boost Room: Chapter 4**

Model Eniko Mihalik will take to the treadmill for a choreographed run, as guests are guided along a path to simulate the feeling of adidas' BOOST technology; thousands of energy capsules that release stored energy with every step.

### **Yoga Recovery Room: Chapter 5**

Yogi Chelsey Korus will take part in a Sandbox yoga class, a range of workouts performed on sand and one of the latest total body workouts from L.A. that challenge balance and stabilise muscles to create a lean and strong physique. This session represents the 'cool down' session of the triathlon journey to spotlight the importance of recovery, a key focus this season.

### **Chill & Refuel**

The triathlon journey concludes at the Chill & Refuel area, where guests can see the collection up close and in detail, while enjoying vegetarian and nutritious treats.

The Spring/Summer 2017 collection will be available from January 2017 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, [www.adidas.com/stella](http://www.adidas.com/stella) and [www.stellamccartney.com](http://www.stellamccartney.com).

- END -

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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.

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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, Training, Swim and Cycling.