

Carmen Jordá Unveiled as latest Face of adidas by Stella McCartney

- The racing car driver joins likes of Karlie Kloss and Caroline Wozniacki as part of adidas by Stella McCartney team –
- Spanish star is seen as perfect representation of modern, active lifestyle for young generation of women –
- Carmen hopes to inspire likeminded women to seek out new challenges and push boundaries





INFORMATION

[06/12/2016] – Herzogenaurach, Germany – adidas by Stella McCartney has today (Tuesday 6 December) announced its collaboration with world leading female F1 development driver, Carmen Jordá.

A rising name in her sport, with a fast-paced and dynamic lifestyle that inspires women around the world, Carmen joins the likes of Karlie Kloss, Caroline Wozniacki and Garbiñe Muguruza in bringing to life the adidas by Stella McCartney brand ethos.

Carmen undergoes vigorous training in various disciplines to prepare for her career as world-renowned female racing driver. She uses a combination of weight training for her core strength and yoga for her flexibility, making her the perfect fit for adidas by Stella McCartney, which celebrates women who embrace a variety of work outs to nurture their bodies and minds.

Continually defying and redefining the expectations of her industry, Carmen hopes to empower a young generation of women to accomplish more by taking on new challenges and pushing themselves further than ever before.

Carmen Jordá shares her excitement for the collaboration:

"I am so proud to have joined the adidas by Stella McCartney family. I work in a very male-dominated industry, so I constantly have to prove I deserve to be where I am. "This creates a unique environment, but I push myself everyday to improve and bring myself closer to achieving my dreams". I think it's important to encourage women to push themselves to carve out their own paths and I look forward to doing that with adidas by Stella McCartney."

Stella McCartney comments:

"Carmen is an inspiration to women everywhere and proof that anything is possible if you challenge yourself. It's been ten years since we introduced the concept of stylish, technology-led sportswear, back when no one thought it was possible to combine the two. Since then, we've gone from strength-to-strength and Carmen epitomises that journey. We couldn't be happier to be working with her."



INFORMATION

The Fall/Winter 16 collection is available now and the Spring/Summer 17 collection will be available from January 2017 onwards. For further information please visit www.adidas.com/stella and www.stellamccartney.com

- END -

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

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 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, Run, Yoga, Weekender, Training, Swim and Cycling.