



adidas by Stella McCartney Inspires Female Athletes to Create Their Own Rules

- Karlie Kloss, Octavious Freeman and Chelsey Korus come together to celebrate the versatility and drive of likeminded women -
- Campaign films and imagery set to inspire women to seek new challenges and strive for more in every workout -



Herzogenaurach, January 2017: adidas by Stella McCartney jumps into 2017 with a Spring/Summer campaign that celebrates the rule-breaking and trail-blazing attitude of the modern female athlete. This season, Karlie Kloss is joined by sprint star Octavious Freeman and renowned yoga instructor Chelsey Korus as they champion the pursuit of new challenges, shaking up routines and embracing variety together.

"The adidas by Stella McCartney Spring/Summer 2017 campaign is about inspiring today's women to test themselves, wherever their workout takes them. We wanted to celebrate their incredible energy manifested through movement and creativity, as well as the exceptionally



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dynamic lifestyles that Karlie, Octavious and Chelsey lead. These three women show that if you put your mind to it, you can achieve anything," says Stella McCartney.

The three protagonists will feature in a series of energetic behind-the-scenes videos, photos and soundbites that aim to inspire likeminded women to create their own rules in training. Karlie, Octavious and Chelsey unite to show how their steadfast determination enables them to pursue new challenges and push limits, without compromising on style.

This includes Octavious giving Karlie tips on how to improve her speed training and showcasing the optimal post run warm down, Karlie braving springboard heights and underwater dives and Chelsey showing how to master the handstand in a few, simple steps.

"The adidas by Stella McCartney Spring/Summer 2017 is about celebrating strong female athleticism and embracing new challenges. During the shoot, I learned new ways to strengthen both my body and mind from the other incredible women who champion this exciting new collection. This campaign is all about making your own rules but also embracing inspiration from others." **says Karlie Kloss.**

Captured on camera **Octavious says,** *"Every run is a new opportunity to be your very best and see what you're capable of."*

Speaking on her yoga journey, **Chelsey Korus adds,** *"Everything you need is within you so remember to look inside. Whether you are a beginner, or already experienced, be sure to create your own way and find new tests of your ability."*

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,



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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 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.

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<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, Training, Swim and Cycling.