



adidas by Stella McCartney Unveils Roland Garros outfits for Muguruza and Wozniacki

- The game's biggest names will be supported by tennis' leading sportswear innovations -

- Collection's aesthetic inspired by vintage tennis designs -

- Available now in speciality retailers and online -



Herzogenaurach, Germany, 24TH March 2017. adidas by Stella McCartney unveils the striking new Barricade SS17 Roland Garros collection, set to be worn on court by defending champion Garbiñe Muguruza and Caroline Wozniacki in Paris this summer. The collection – available now - fuses classic tennis styles with the latest innovations in performance footwear and apparel.

In a nod to the French Open's union of establishment and modernity, the adidas by Stella McCartney Barricade SS17 collection plays on the sophisticated style of traditional tennis attire, combined with high performance technologies designed for today's modern tennis player. Taking inspiration from iconic tennis imagery, feminine pleats and playful cuts are reimaged with a clean, contemporary approach – and infused with a bold colour palette with sleek lines for a truly modern on-court style.

World Number Seven and returning Roland Garros champion Garbiñe Muguruza will wear the new adidas by Stella McCartney Barricade dress in a grey and white colour-block. The 3-in-1 design has a slim fit and is crafted using a premium, Climalite material that enhances the body's natural temperature regulation; vital on the punishing clay of Roland Garros.

Muguruza will also wear the supportive adidas by Stella McCartney Barricade Boost shoe, moulded to fit the shape of the female foot and featuring an outsole tailored for the clay courts; enabling



players to maximise movement and control across the surface. Garbiñe Muguruza will embrace a pop of colour with the in blaze orange/solar red, whilst a white colourway is also available.

2016 Roland Garros winner **Garbiñe Muguruza** comments: "I enjoyed playing at Roland Garros so much last year and I am so excited to return to the courts where I celebrated my first Grand Slam win. As it is such a happy and emotional memory, I find myself reflecting on last year as I prepare for this year's tournament. This is why I connect so much to the design story of my Barricade Roland Garros dress and its nod to tournaments gone by."

Caroline Wozniacki will wear the adidas by Stella McCartney Barricade tank in red to complement the clay courts of Roland Giros paired with a matching pleated skirt. She will also rely on the inbuilt Boost technology in the adidas by Stella McCartney Barricade Boost 2017 shoe to maximise energy return, maintain control and ensure swift movement with every step on court.

Caroline Wozniacki says: "Following last year, it means a lot to return to Roland Garros this year. I plan to approach the tournament with more fight and energy than ever. I'm going to give it everything I've got and will definitely be grateful for the Clima technologies and energy boost tailored into my sportswear."

The 2017 adidas by Stella McCartney Barricade Roland Garros collection is available now in high end and speciality retailers worldwide, the adidas by Stella McCartney flagship store in Brompton Cross, London and online at <http://www.adidas.co.uk/tennis>. Follow the conversation with #aSMC and #mygame

ENDS

For further media information please visit
adidas News Stream or contact:
Lindsey Rossell Email: Lindsey.rossell@hkstrategies.com
Phone: +44 7413 3163

Please also visit:
www.facebook.com/adidaswomen
<http://instagram.com/adidaswomen>
www.adidas.com/tennis
<https://twitter.com/adidastennis>

Notes to editors:



For imagery see the adidas by Stella McCartney Barricade 2017 Roland Garros Lookbook

About adidas Tennis

adidas Tennis is represented by top players such as Simona Halep, Angelique Kerber, Garbiñe Muguruza, Caroline Wozniacki, Tomas Berdych, Lucas Pouille, Dominic Thiem, Jo-Wilfried Tsonga, Sascha Zverev and Novak Djokovic (Footwear Only). For more information on adidas Tennis, please visit www.adidas.com/tennis. For additional images please visit our media news room on news.adidas.com and follow us on Twitter or on Instagram under @adidasTennis.

About adidas

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.

About adidas by Stella McCartney

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.