

adidas StellaSport unveils Fall/Winter 17 collection: make the world your playground in vibrant and playful prints

- Cool cloud designs, lettered graphics and colourful jewel patterns -
- Pop meets performance in versatile pieces designed for action -
- Move from sportswear to streetwear in a heartbeat -



HERZOGENAURACH, July 2017 – **adidas StellaSport** presents the Fall/Winter 2017 collection: designed for discovery. From free running to free styling; studio to street and anywhere in between, the adventure continues into the new season through vibrant graphics offering distinct versatility. Exploring the world through movement, action girls showcase their prints with pride in styles designed for playful pauses and impromptu workouts.

Be as bold as your prints

Pull ups, bar flips and bench jumps; nothing's too challenging for the adidas StellaSport action girl. Showcase a spirit of determination and creativity with lettered prints in the matching Techfit Bra and Tight in Bold Blue/Solar Red. Layer the College Tank in Core Heather and the Short Tight in Night Indigo/White for standout style on the streets, in the court and anywhere in

between. A wardrobe staple for outdoor and indoor journeys alike, the Aleki X in Bold Blue/Night Indigo/Core Black is an especially supportive shoe designed with extreme hold grip and breathable materials, constructed for a variety of movements. Make a statement in the full look complete with the crop Icon Hoodie in Night Indigo, featuring concealed blazing orange colour blocks, and the print Cap in Night/Indigo/Bold Blue/Heather.

The sky's the limit

Unleash creativity with pieces designed for ultimate freedom of movement. Reach for the clouds in this season's most distinctive print with the Zip Tank in White/Pop Purple, featuring peach zip detailing, paired with the matching compression Tight. Alternatively, stay cool with the mesh insert Icon Tank in Night Indigo/Solar Orange, showcasing flattering and distinctive StellaSport banding around the waist in contrasting orange. For Stella's signature layered look, throw on the Cropped Sweat in Multicolour/Core Heather, or the padded Coat in Printed Multicolour for cooler days. Compliment the outfit in the stabilising and breathable high-top Midcut Textile shoe in Flash Red/Core Black, packing all essentials in the matching cloud print drawstring SC Gymbag in Yellow/Solar Orange/Black.

Collecting memories

Make memories and take inspiration from the lively colours of the new jewel print on your adventures in the unique Tight in Printed Black/Multicolour. Whether dancing in the street, climbing new paths or jumping over the finish line, feel supported by the Racer Bra in Black with pretty pink banding and the versatile Sleek Longsleeve in Black/Flash Red, designed with removable sleeves for soaring temperatures. Transform the look from court to park hang out cool in the orange colour block Sweatshirt, and keep warm from day to night in the hooded Bomber in Night Indigo. Accessorise with varsity-inspired Socks in White/Ultra Green/Bright Yellow/Night Indigo and multisport Aleki X kicks in Bold Blue/Night Indigo/Core Black.

Warming winter wears

When temperatures drop, it's time to get serious about layers. Jet straight from studio to street, bracing the chill in the Warm Hoodie in Dark Grey Heather, paired with the Tight in Onix and bright blue Image Crop in Onix/Ultra Green. Embrace bright hues in playful prints with the hula graphic Woven AOP Short in Night Indigo/Multicolour and the splattered paint design Beanie Zest jacket in Solar Red/Black. For a pop of colour, wear adidas' three stripes with pride in the

retro-inspired Yvori Runner shoe in Flash Red/Yellow/Grey, featuring cooling technology for ventilation and a cushioned sole built to support each step in statement style.

The Fall/Winter 2017 adidas StellaSport collection is available from XX July 2017 onwards at adidas.com/StellaSport and [\[local markets to add in retailers\]](#).

- ENDS -

For further information please see the adidas News Stream or contact:

<http://adidasstellasport.tumblr.com>

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#adidasStellaSport

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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 StellaSport range is part of the adidas Sport Performance division. It complements the existing adidas by Stella McCartney range now celebrating its 10th anniversary comprised of the following categories - running, yoga, studio, swim and weekender.