

adidas by Stella McCartney unveils the Fall/Winter 2017 collection: designed for creative movement

- Specialised pieces engineered for ultimate performance whatever the workout or weather -
- Dedicated footwear for indoor and outdoor running, training and beyond -
- Crafted with a focus on sustainability and versatile style -



Herzogenaurach, July 2017: adidas by Stella McCartney debuts a distinctive new visual identity for Fall/Winter 2017 with a fresh logo design and a collection engineered to inspire creativity in any workout or weather. This season and beyond, adidas by Stella McCartney celebrates originality in sport, encouraging women to nurture both mind and body through movement, whether working up a sweat in the studio or discovering a new challenge outside in nature. Demonstrating the brand's commitment to cutting-edge performance, sustainable materials and inimitable style cues, the Fall/Winter 2017 collection offers dynamic designs engineered for exploring different environments, no matter the workout of choice.

"This season, we want women to feel they can take their workout anywhere and get creative in any environment they find themselves in. Whether they prefer the pavement or the park, the treadmill or the studio, there's something in this collection for everyone and the pieces are versatile enough to be styled when off-duty too, so there's no excuses not to get moving. My mission has always been to create designs that last, without compromising on performance or style. And I'm really proud of what we've achieved with the Fall/Winter 17 apparel and footwear pieces." explains Stella McCartney.

FOOTWEAR: POWER YOUR WORKOUT

The adidas by Stella McCartney Fall/Winter 2017 footwear collection ensures women everywhere can go further, higher and faster than ever before with shoes tailored for every workout. Whether running outside or trialling a new fitness class, the correct footwear is vital for better movement, optimal effort and reduced risk of injury.

RUNNING: SUSTAINABLE CITY RUNNING AND OFF-ROAD WINTER TRAILS

Hit the streets in the head-to-toe sustainable city running look. Crafted from 100% recycled polyester, pieces are built with water-repellent Climastorm technology, protective UPF 50 and super lightweight Adizero materials. A vivid floral print inspired by a wild garden in bloom, makes for the perfect on and off duty look. Alternatively, prepare to go off route in the trail running outfit, designed for movement - as well as unpredictable winter weather. Get out and embrace the challenge in performance jersey and Climaheat technology designed for optimum warmth.

TRAINING: CREATE YOURSELF

New training apparel encourages creativity and spontaneity, wherever your workout takes you. Tight-fit garments engineered with Climalite offer optimum comfort and draw moisture away from the skin, while a check pattern directly inspired by Stella's Ready-to-Wear collection ensures ultimate style between workouts.

YOGA: SHANTI POWER

Focus the mind and discipline the body with garments that move like a second skin. Perform proudly in vibrant colours at the front row of every yoga class with a kit crafted for ultimate flexibility and engineered with sweat-wicking yarns.

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

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Notes to editors:

The Fall/Winter 2017 collection will be available from July 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, Yoox.com, www.adidas.com/stella and www.stellamccartney.com.

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, Run, Yoga and Training.