

**adidas by Stella McCartney previews Fall/Winter 2017 collection  
at the first Stella's World presentation in Tokyo**

- **An exclusive debut of the season's key looks showcased via virtual reality -**
- **Experience the collection's two parallel worlds, city and nature, on a whole new level -**
- **Featuring Japanese influencers Yuka Mannami and Chiharu Okunugi -**

**Tokyo, July 11<sup>th</sup> 2017: adidas by Stella McCartney** today debuts the Fall/Winter 2017 collection via an immersive virtual reality experience set to bring the season's key looks to life. The journey is designed as part of the presentation of The Stella McCartney collections in Tokyo, which also include her womenswear and menswear mainlines, accessories, eyewear, swimwear and the newly launched fragrance POP Blubell. At the event's adidas by Stella McCartney showcase, guests will move seamlessly between the collection's two parallel worlds - city and nature - as the four leading looks are showcased in action.

*"City life and the outdoors both provide a boundless source of inspiration for me. The new FW17 collection exemplifies that in the nature-inspired prints, detailing and the different technologies used. Every design has been considered so women can get creative and thrive in different environments, no matter what workout they're doing or what the weather is like. We wanted this to come across in a fun and innovative way, which is why we've created this playful virtual reality experience,"* **explains Stella McCartney.**

Immersing themselves in the collection in an entirely unique and engaging way, guests will be invited to embark on a VR journey that places them at the heart of a 360° experience, which will begin once they are led through a gallery featuring FW17 campaign and lookbook imagery. The viewers will then be 'transported' between the two, parallel worlds the collection is inspired by, as the new adidas by Stella McCartney visual identity is weaved throughout the experience. Set in these contrasting environments, guests will be presented with a preview of the Run, Train and Yoga range within four scenarios designed to demonstrate the workout opportunities each look draws on.

As guests 'jump' from one look to the other, they will find themselves in the centre of a continuous virtual experience taking place all around them. With synchronised movement expressed by a circle of four female athletes, including Japanese influencers Yuka Mannami and Chiharu Okunugi, all four women will perform the same movements in unison within each scenario. The looks include: the head-to-toe sustainable city Run look, the warp knit HIIT Train look, the off-road winter trail Run look, and the shanti power, seamless separates Yoga look.

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STELLA/McCARTNEY

**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](http://www.adidas.com/stella) and [www.stellamccartney.com](http://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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[www.adidas.com/stella](http://www.adidas.com/stella)

The adidas by Stella McCartney collaboration was launched over ten years ago in Spring/Summer 2005. A pioneer in the women's sports performance category, adidas by Stella McCartney fuses adidas' commitment to cutting-edge technology with Stella's signature style. Collection after collection, the brand supports women worldwide, championing their energy and creativity. Committed to offering unrivalled performance and style, the highly innovative range consists of apparel, footwear and accessories across disciplines including Run, Training, Yoga and Swim.