



adidas Unveils New 2018 Stella McCartney Collection

- Collections to be debuted on court by the world's leading tennis players including Caroline Wozniacki and Garbine Muguruza-
- adidas by Stella McCartney collection inspired by the Australian Open's beach landscape-
- adidas by Stella McCartney Barricade collection fuses fashion and performance-



Herzogenaurach, Germany 3rd January 2018: As the new tennis season starts with the Australian Open 2018, adidas reveals the latest performance collections to be worn on court by the best in the game.

The **adidas by Stella McCartney Barricade** collection for women continues the beach inspired colour palette of the Melbourne Line but with a focus on premium performance fabrics and design. Garbine Muguruza and Caroline Wozniacki will both debut the striking aSMC tank and skirt; the tank features an exposed, cooling mesh back and classic zipper detail by the neckline in a standout yellow for a feminine and sporty finish. The inbuilt Boost technology in the adidas by Stella McCartney Barricade Boost 2018 shoe will maximise energy return, maintain control and ensure swift movement with every step on court.

Garbine Muguruza comments: "I had a fantastic year in 2017, winning my second Grand Slam and reaching WTA number 1 for the first time. Everyone will be looking at me to come out of winter training and compete at the same level, so it's important I feel confident in

my outfit. The adidas by Stella McCartney Barricade outfit is equipped to handle all my performance needs – but also reflects my personal preference for classic and timeless feminine design."



The 2018 adidas Australian Open **adidas by Stella McCartney** collections is available online from 3rd January at <http://www.adidas.com/tennis>.

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About adidas Tennis

adidas Tennis is represented by top players such as Angelique Kerber, Garbiñe Muguruza, Caroline Wozniacki, Tomas Berdych, Lucas Pouille, Dominic Thiem, Jo-Wilfried Tsonga and Sascha Zverev. 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.