

adidas by Stella McCartney reveals the Spring/Summer 2018 collection: Experience the best of female sportswear

- **Channelling 13 years of style and technology into the ranges women want most -**
- **A three-look workout wardrobe crafted to suit the needs of the multifaceted woman of today -**



Herzogenaurach, January 2018: adidas by Stella McCartney launches into the new Spring Summer season pushing the boundaries of innovation in female sportswear. With over a decade of expertise in combining adidas' cutting-edge technology with Stella's signature style, Spring Summer 2018 offers the pinnacle of the brand's Run, Train and Yoga ranges in the most sustainable collection yet. Curated in three key looks, the collection pairs sustainable materials with technologies specifically engineered to ensure the greatest performance in a workout wardrobe that embodies the power, femininity and strength of women today.

“The adidas by Stella McCartney collection has always combined the best sportswear technologies with style to create looks that women are proud to wear. This new Spring/Summer 2018 collection is the result of all our years of expertise in technology, innovation, sustainability and design channelled into the perfect



STELLA MCCARTNEY

workout wardrobe for the modern woman. I'm very proud of what we have achieved together with this collection.” **explains Stella McCartney.**

RUNNING: ENHANCED PERFORMANCE; STRIKING STYLE

Take on marathon season in Stella’s favourite running look, designed to achieve a new personal best. Footwear is engineered to support short and long-distance training, while smooth, breathable seamless knits gear towards high-intensity races.

Key highlights include:

- The colour blocked **Run Tight**, features perforated inserts engineered for advanced breathability, reflective trims and pre-shaped legs for the perfect fit
- The **Run AZ Gilet**, built with lightweight Adizero material and Climacool functionality
- The **UltraBOOST X** shoe is updated with a modern ribbed pattern and Velcro strap lock down, offering the ultimate woman’s fit with BOOST™ technology - our most responsive cushioning ever

TRAINING: CHANNELLING INNER STRENGTH

Commit to diverse studio workouts with styles designed to respond to any challenge. Clever compression zones and hidden details create a sleek silhouette while supportive, stretchy pieces optimise movement.

Key highlights include:

- The **Train Miracle Tight** features a graphic two-toned zebra print and offers extreme support through graduated compression materials
- The ombre **Train Parka** is perfect for layering pre and post-gym
- The versatile **PureBOOST X TR 3.0** shoe is built with an ultra-responsive midsole cushion and a female specific fit. Finished with a translucent layer for an effortlessly feminine feel
- The **Gymsack**, a sleek sporting silhouette designed in 100% recycled polyester, with detachable inside pocket for shoes or towels, dual handle backpack straps, inside media zip-pocket and front mesh pocket with zipper closure

YOGA: ULTIMATE COMFORT IN MOTION

Find your flow with this seasons signature Yoga looks. Designed with organic cotton, Parley Ocean Plastic™ materials and recycled polyester, the range showcases the brand’s dedication to eco-innovation and design as part of its commitment to the Parley AIR Strategy, which aims to avoid, intercept, and redesign plastic. Experience a full range of motion and find inner balance and strength.

Key highlights include:

- The **Yoga SL Longsleeve**, a completely seamless and elastic top that optimises flexibility during practice. Made with soft Parley Ocean Plastic™ yarns, created from up-cycled plastic waste, for a unique knit structure
- The **Yoga Comfort Tight** made with recycled polyester and softly peached to provide ultimate comfort for every yoga session. Featuring a coloured tape alongside the side seam for a beautiful finish.

- END -

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

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Notes to editors:

The Spring/Summer 2018 collection will be available from January 2018 onwards in the flagship adidas by Stella McCartney store on London's Fulham Road, and New York's 5th Avenue. 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, Bandier, 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.

www.facebook.com/adidaswomen

<http://instagram.com/adidaswomen>

<https://www.youtube.com/user/adidaswomen>

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.