

- adidas by Stella McCartney unveils Hologram workout sessions -



- A showcase to launch the Spring/Summer 2018 Collection -

- A celebration of new mission LESS IMPACT = MORE POWER -

- Experience virtual workouts, interactive animations and holographic keepsakes -

Herzogenaurach, February 2018: On March 1st, adidas by Stella McCartney introduces *Hologram workout sessions*, an experiential showcase bringing new mission LESS IMPACT = MORE POWER to exhilarating heights. Hosted at Manhattan’s Bandier store, the event will celebrate the brand’s most environmentally-friendly collection to date with virtual reality, holograms and immersive experiences.

“At the heart of my collaboration with adidas is an ambition to make a difference in a meaningful way. As a global brand, we have a responsibility to reduce our impact on the planet. That’s why I see every collection as an opportunity to make progress - always questioning how to design more sustainably, while offering women ever evolving technology and style. We all know we still have a way to go but that’s why we are inviting women everywhere to join us on this journey and be the difference they want to see in the world,” explains **Stella McCartney**.

The activation bridges the brand’s passion for sustainability and positive change to life through a hologram workout session. Once inside, the studio space provides access to one of the first simulated workouts with a virtual appearance from Stella introducing the concept. With the power of virtual reality, New Yorkers can take part in Chroma Yoga, a unique approach to yoga founded by Nina Ryner. Currently only found in London, Chroma Yoga utilises light and colour therapy, brain stimulating soundscapes and natural scents. An immersive and multi-sensory yoga experience, the workout will be taught by a hologram of advanced Yoga teacher Clara Baker – ensuring minimal impact to the environment. Additionally, all visitors are invited to create their own holographic takeaway of themselves within specifically designed booths.

Throughout the event, guests are invited to learn more about how adidas by Stella McCartney pledges to produce less waste, less emissions and incur less travel. At the same time, they can explore and



STELLA MCCARTNEY

discover how the brand is inspiring women to have more power by encouraging action, and by improving their health and wellbeing. Presenting the best in female sportswear, the main level of the store will feature a showcase of the Spring/Summer 2018 Running, Training, Yoga and Swim ranges, and includes a customisation station. A separate footwear section will comprise the coolest new styles making a difference to each workout – and the planet.

Following a press and influencer launch event on 1st March, our *Hologram workout sessions* will be open to the public until 4th March. For the next stage of its tour, the *Hologram workout sessions* will hit London on April 10th with a showcase including a holographic workout experience led by New Yorker Julie ‘Jaws’ Nelson, whose unshakable energy and determination have earned her a fierce reputation as a sought-after boxing instructor.

THE COLLECTION

With more environmentally friendly fabrics than ever before, including recycled polyester, recycled Parley Ocean Plastic™, and organic cotton, Spring/Summer 2018 offers the pinnacle of the brand’s Running, Training, Yoga and Swim ranges. With over a decade of expertise in combining adidas’ cutting-edge technology with Stella’s signature style, the collection’s three key looks pair eco-innovation with technologies specifically engineered to ensure women’s greatest performance yet. A workout wardrobe embodying the power, femininity and strength of women today, the designs showcase nature-inspired prints, ombre patterns and vivid spring shades to prove that sustainability and style can go hand in hand.

- END -

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

Danica Nielsen-Cornwall - adidas Global PR
Danica.Nielsen-Cornwall@adidas.com /+49-9132-84-73982

Manon Ferrandi - adidas Global PR
Manon.Ferrandi@adidas-group.com/ +49-9132-84-72837

Notes to editors:

The Spring/Summer 2018 collection is available now 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



STELLA McCARTNEY

innovative range consists of apparel, footwear and accessories across disciplines including Run, Training, Yoga and Swim.