

- adidas by Stella McCartney presents the Spring/Summer 2018 Swim Collection -
- Discover the latest summer essentials in a short film featuring Hannah Bronfman -
- An homage to the raw beauty of the ocean -



Herzogenaurach, March 2018: Inspiring explorers and female athletes alike, adidas by Stella McCartney presents 'Summer Essentials', a short film produced by creative duo WIISA featuring New York based fitness guru and entrepreneur Hannah Bronfman, which highlights the brand's Spring/Summer 2018 Swim Collection.

Shot in Hawaii, the film acts as a moving lookbook, capturing the collection's key pieces. Made from fabric that features regenerated ECONYL® yarn, her style is elevated with the zebra print of one design, and the retro tonal ombre print of the **Swim High Train**. Removing the peachy pink **Essential Pull On Jacket**, featuring pleats and adjustable collars and hem, Hannah dives head first into the water, revealing new terrain.

Climbing the rocky landscape and taking in the beauty of the surrounding cliffsides, Hannah is further captured rocking the mirror blue **Bikini Top**, designed with a sporty, flattering racer-back with butterfly closure and featuring regenerated ECONYL® yarn. Paired with the white **Essential Knit Short** and white and gun metal **Knit Backpack**, she moves along the beach at her own pace.

Discovering the area, she covers up in the **Long Hoodie** made from organic cotton, paired with the **Adissage Sliders** featuring a massaging moulded foot bed, as she moves amongst the palm trees.

With over a decade of expertise in combining adidas' cutting-edge technology with Stella's signature style, adidas by Stella McCartney reveals a new collection that embodies women's power, femininity and strength, with an homage to the ocean.

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STELLA MCCARTNEY

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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.

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<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.