

EMBARGO 2ND AUGUST 2018

adidas by Stella McCartney storms into the new season with the launch of its Fall/Winter2018 collection

- The wild, nature-inspired Fall/Winter 2018 looks channel animal instinct -
- LESS IMPACT = MORE POWER: The campaign aims to keep inspiring women to make positive change -
- adidas by Stella McCartney reveals the iconic Supermodel Ming Xi as its new global ambassador -



Herzogenaurach, August 2nd, 2018: adidas by Stella McCartney today launches into the Fall/Winter 2018 season with a collection channelling the power of nature. With animal-inspired pieces designed to equip female athletes whatever the weather, the accompanying message serves as a reminder that everyone can do their bit to protect the world around them. Taking this pledge to the next level, the campaign features new global ambassador Ming Xi who will bring the continued mission of LESS IMPACT=MORE POWER to life.

Designed to make a difference, the Fall/Winter 2018 pieces feature eco-innovative fabrics including recycled polyester, Parley's Ocean Plastic®, ECONYL® yarn and organic cotton, in addition to razor-sharp technology such as Climaheat and BOOST. With prints inspired by the resilience and elegance of endangered animals and nature, female athletes are encouraged to take a walk on the wild side and move with instinct, come rain or shine.

"Last season, we launched an ambitious journey with our mission LESS IMPACT = MORE POWER. Now, we're taking that commitment one step further. As the brand at the pinnacle of female sports performance and style, we have a responsibility to provide women with a choice that allows them to be part of a solution through our sustainable pieces and practices. More than half of our apparel and a third of our footwear in FW18 are made with eco-innovative and recycled materials, such as Parley's Ocean Plastic®. It's time to be the difference we want to see. To act now and to mean more in all we do." **explains Stella McCartney.**



STELLA McCARTNEY

The launch of the Fall/Winter 2018 collection coincides with the announcement that Shanghai-born supermodel Ming Xi is the new global adidas by Stella McCartney ambassador. Confident. Driven. Passionate. She is the perfect embodiment of the adidas by Stella McCartney woman. She strives to lead by example and inspire others with her positive energy and thirst for life. Most at home when training in the great outdoors, Ming Xi's love for nature has manifested a desire within her to play a part in protecting our planet and to encourage other women to mean more in everything they do.

Stella McCartney comments:

"Ming Xi is strong-minded, creative and committed; attributes and values shared by adidas by Stella McCartney. She is unafraid to tread new trails and explore different avenues. She inspires other women to carve out their own path – in everything from fitness to style. She's a true adidas by Stella McCartney woman."

Sharing her enthusiasm on the collaboration with adidas by Stella McCartney, Ming Xi comments:

"The way adidas and Stella McCartney come together in their collaboration is unrivalled. I am really inspired by the brand's ambition to make a difference and its devotion to sustainability, which I can't wait to get involved in. Of course, working out is a big part of my world and my life as a fashion model. I feel very blessed to be part of this next chapter!"

For further information please visit a.did.as/aSMCFW18 and www.stellamccartney.com

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Notes to editors:

Ming, one of Asia's most iconic models, started her climb to the pinnacle of the global fashion world in Paris in 2011. In the past 7 years, she has walked on every major catwalk and fronted several high profile global campaigns, cementing her reputation as the face of tomorrow.

The Fall/Winter 2018 collection is available from July 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 including the newly opened 23 Old Bond street store in London 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 Galeries Lafayette, 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, a.did.as/aSMCFW18 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>



STELLA McCARTNEY

<https://www.youtube.com/user/adidaswomen>
[a.did.as/aSMCFW18](https://www.youtube.com/user/adidaswomen)

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.