



STELLA McCARTNEY

FALL WINTER 2018



#LESSIMPACTMOREPOWER

**LESS IMPACT**

**=**

**MORE POWER**

FALL WINTER 2018



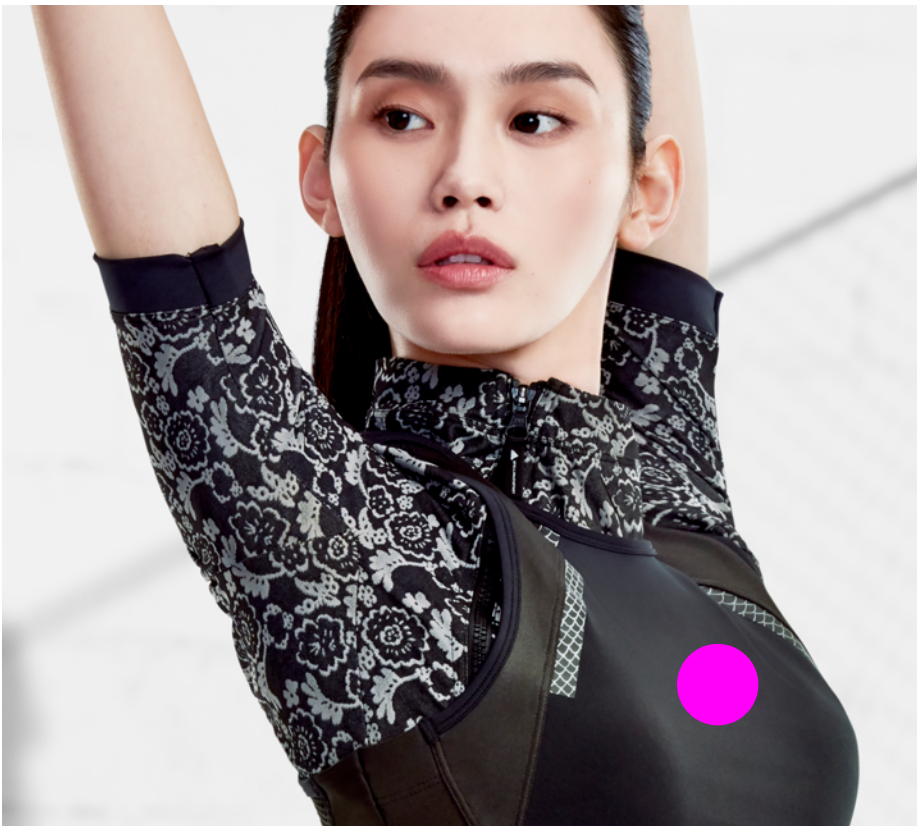
**This is the next step of our commitment to having **LESS IMPACT** on the environment. Innovative approaches are used to ensure that **LESS WASTE** is produced, **LESS EMISSION** is caused and **LESS TRAVEL** is incurred. At the same time we want to have **MORE POWER** by inspiring women, improving their health and wellbeing, whilst provoking action.**

**We are re-using by manufacturing with recycled materials that consume **LESS WATER** and energy, which reduces pollution. We are using organic cotton that's better for those who produce it, as well as for the environment.**

**Sustainability and style can go hand in hand.**



- RECYCLED PARLEY MATERIAL
- RECYCLED POLYESTER
- ORGANIC COTTON





# LOOK 1: READY FOR ANY CONDITION

FALL WINTER 2018



RUN TANK CZ3726  
RUN TEE PRINT CZ4140  
RUN NECKWARMER DM3753  
RUN CAP CZ7306  
RUN GLOVES CZ5862  
RUN ULTRA TIGHT DP2669  
ANKLE SOCKS CZ7872  
ULTRABOOST X ATR AC7567

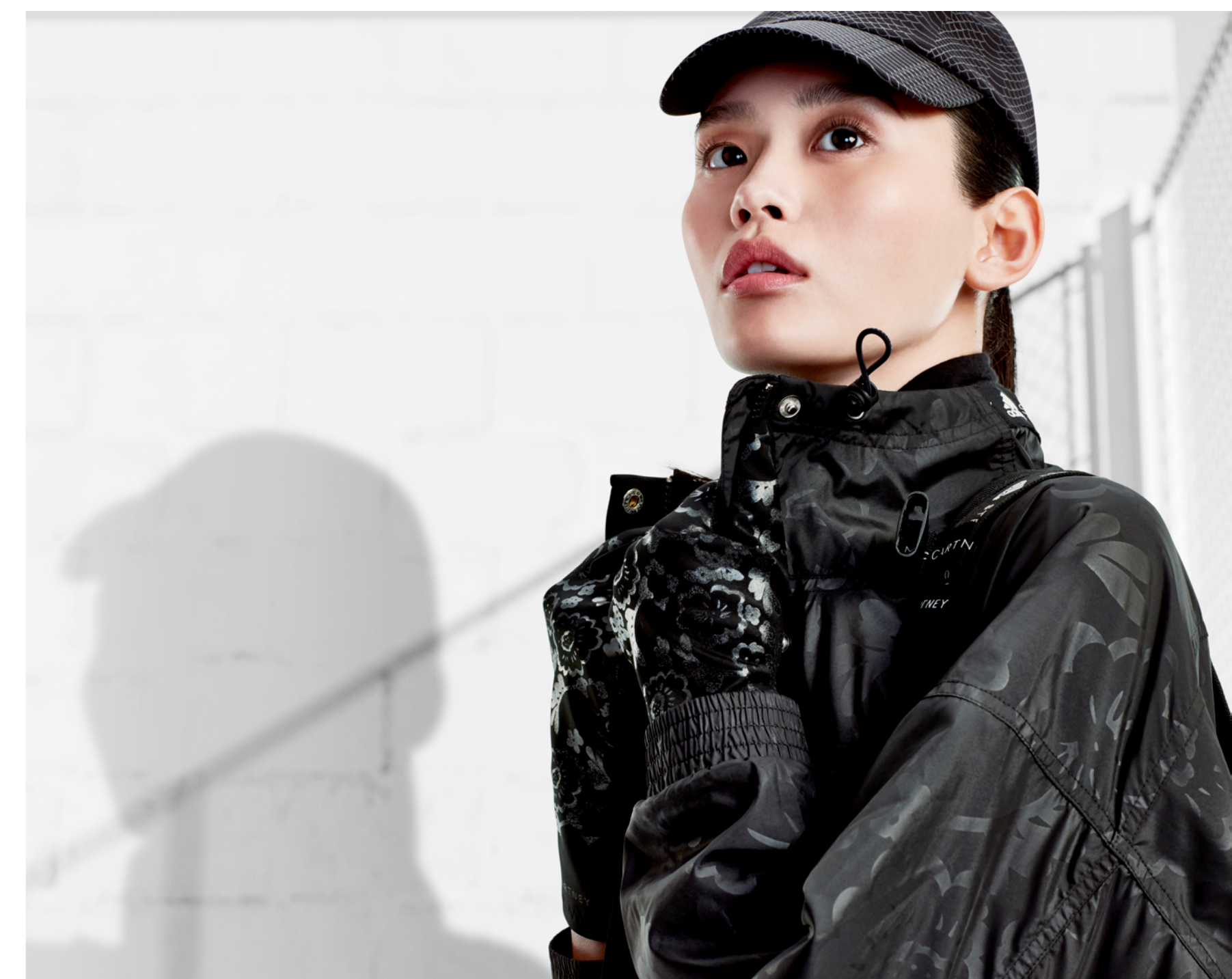


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RUN GLOVES CZ5862

FALL WINTER 2018





**LOOK 1:  
READY  
FOR ANY  
CONDITION**



**FALL WINTER 2018**

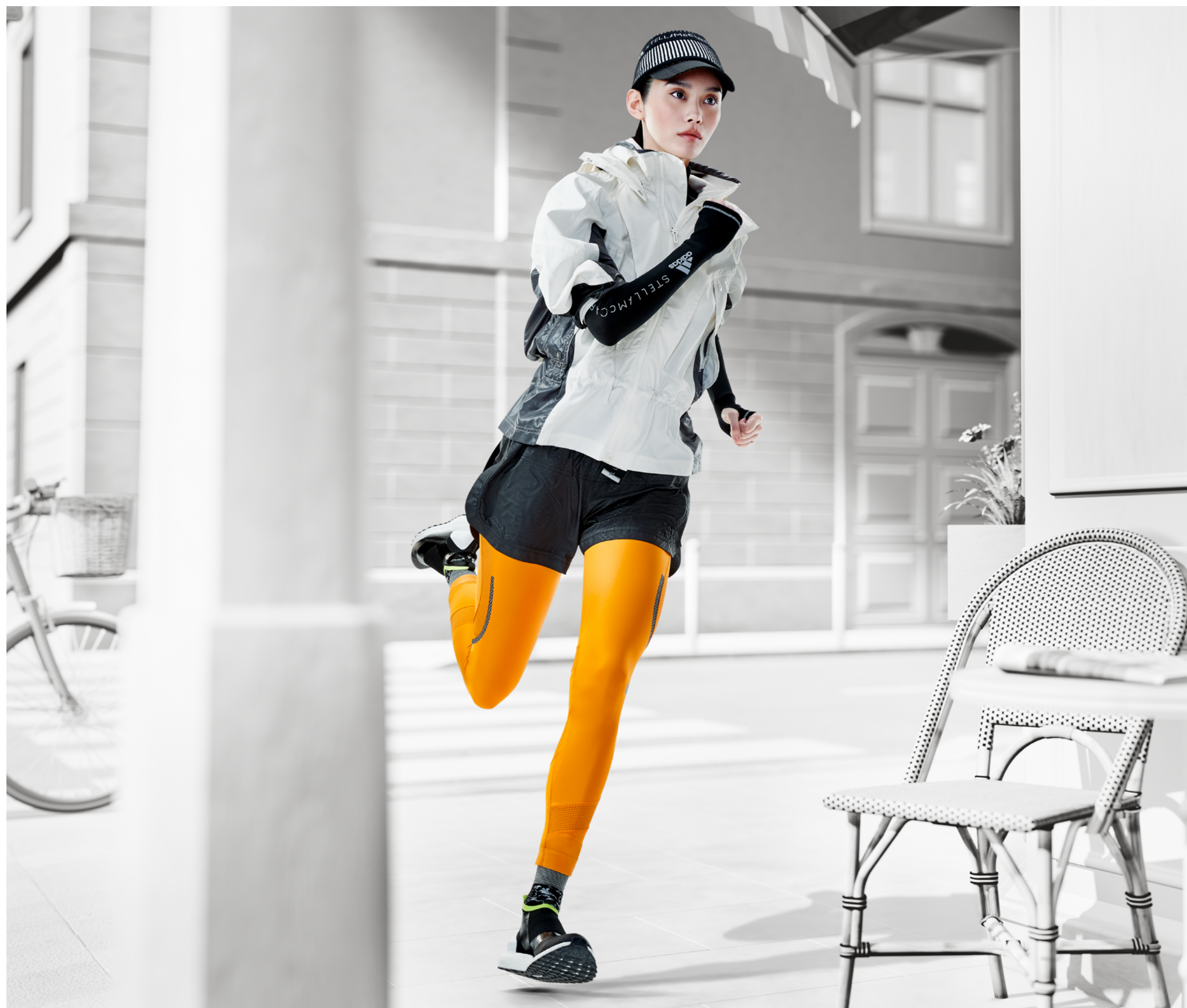


**RUN ULTRA TIGHT DP2669  
ANKLE SOCKS CZ7872  
ULTRABOOST X ATR AC7567**



# LOOK 2: RUNNING

FALL WINTER 2018

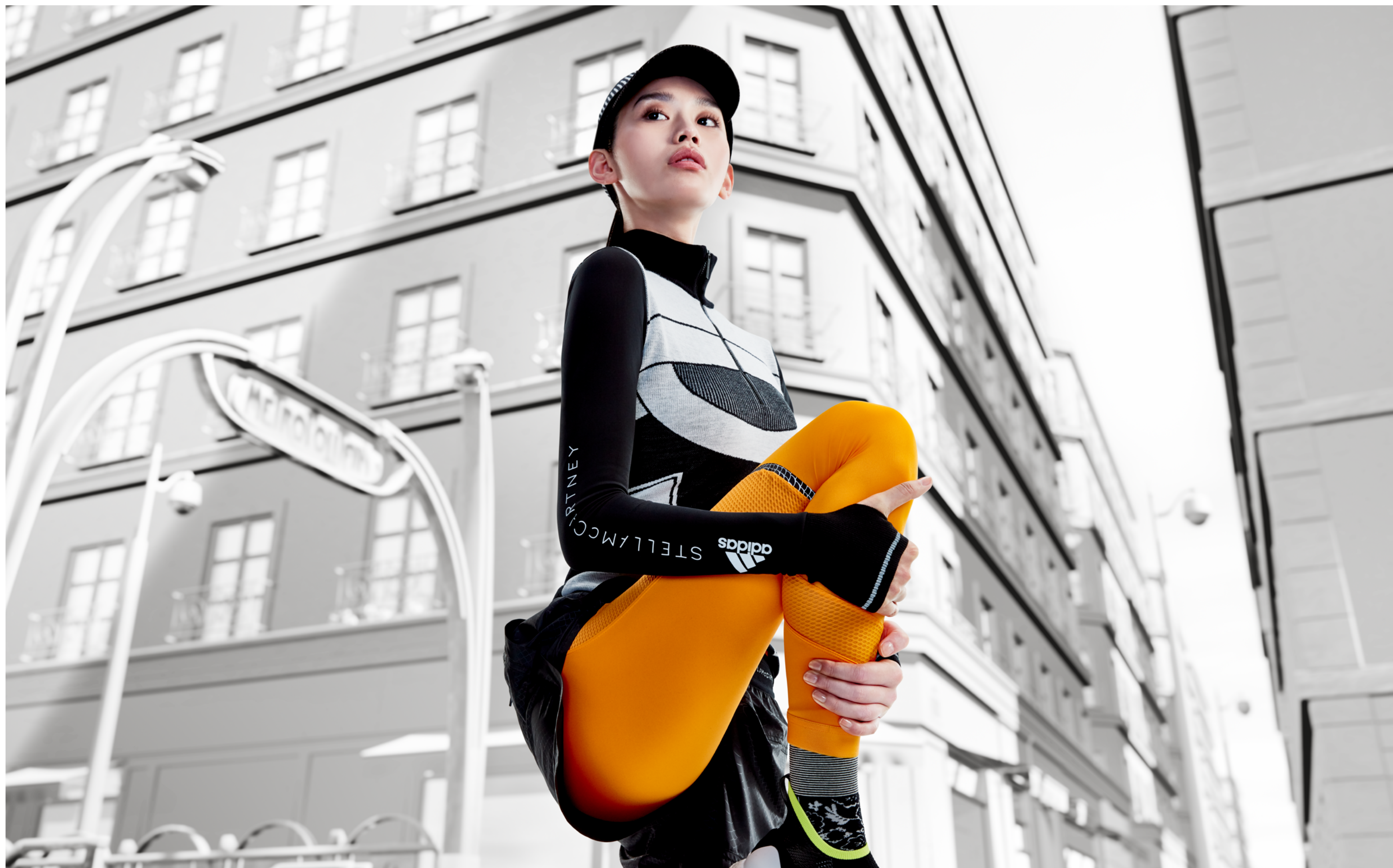


RUN LONG TIGHT CZ3730  
RUN AZ M10 SHOR CZ4131  
RUN ULTRA LS CX2282  
RUN ULTRA JKT CZ3718  
ANKLE SOCKS CZ7872  
ULTRABOOST X ATR AC7567  
RUN CAP CZ7306  
RUNNING BEANIE CZ7875





# LOOK 2: RUNNING



FALL WINTER 2018

RUN LONG TIGHT CZ3730  
RUN AZ M10 SHOR CZ4131  
RUN ULTRA LS CX2282  
ANKLE SOCKS CZ7872  
ULTRABOOST X ATR AC7567  
RUN CAP CZ7306  
RUNNING BEANIE CZ7875



# LOOK 3: TRAINING

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WARPKNIT ALL-IN-ONE CZ1738  
SL BRA CX0287  
ESS KNIT SHORT CZ2293  
PUREBOOST X TR 3.0 AC7556  
TRAIN BT TIGHT DM7600  
LIGHT JACKET DP3699





# LOOK 3: TRAINING

FALL WINTER 2018



WARPKNIT ALL-IN-ONE CZ1738  
SL BRA CX0287  
ESS KNIT SHORT CZ2293  
PUREBOOST X TR 3.0 AC7556  
TRAIN BT TIGHT DM7600  
LIGHT JACKET DP3699



# LOOK 3: TRAINING

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GYMBAG S CZ7284  
LIGHT JACKET DP3699



# LOOK 4: VERSATILE LOOK

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TRAIN SHORT CZ3947  
ULTRABOOST X ATR AC7566  
BACKPACK M DM3445  
WARPKNIT TIGHT CZ1741  
TENNIS SOCKS CZ7314  
TRAINING GLOVES CZ7308  
TENNIS VISOR CZ5926  
RUNNING HEADBAND CZ7307  
TRAIN OD MIDLAY CM3945



# LOOK 5: ULTRABOOST X

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ULTRABOOST X B75904  
TRAIN BT TIGHT DM7600



A black and white photograph of a bamboo forest. In the background, a traditional Japanese building with a tiled roof is visible through the dense bamboo. The bamboo stalks are vertical and create a strong sense of depth and texture.

# A S M C F W 1 8

**ADIDAS by STELLA McCARTNEY**

**ADIDAS – LISANN COSTELLO, DANICA NIELSEN-CORNWALL,  
MANON FERRANDI  
CREATIVE DIRECTION – MADE THOUGHT & ALASDHAIR WILLIS  
PHOTOGRAPHY – COTY TARR & JOE GAAL**

**F A L L   W I N T E R   2 0 1 8**