

adidas by Stella McCartney storms into the Fall/Winter 2018 season with a first of its kind 4D workout in Shanghai

- The adidas by Stella McCartney Fitness Exchange reaches next level power -
- Global fashion icon Ming Xi joins the experience for a virtual run through Paris –



Herzogenaurach, August 2018: adidas by Stella McCartney today showcases its **Fall/Winter 2018 collection** in an immersive, 4D fitness event set to bring to life the new season's message of power. Through this first of its kind experience, the brand shows that style and sustainability can combine to deliver cutting-edge technology.

The Fall/Winter 2018 collection will feature as part of the virtual reality activation, part of a wider ambition to bring fitness trends from other cities to women around the world – without making an impact to the environment. This season the outdoor running culture of Paris will be transported to the vibrant capital city of Shanghai as guests discover adidas by Stella McCartney's pledge to produce less waste and less emissions as it lowers its own carbon footprint.

Ming Xi, adidas by Stella McCartney's new global face, is this year's Fitness Exchange highlight. Together with attendees, Ming will test the style, comfort and performance of the garments in a high impact, multi-sensory, fitness experience that transports her virtually from the busy streets of Shanghai to the crisp and cool treelined avenues of Paris. Pounding her feet to the bleating of birds and a simulated breeze, this futuristic workout of sound, light and colour, will allow Ming to trace her tracks back to the city where her modelling career started. The event, open to media and influencers, will allow versatile female athletes to immerse themselves in the outdoor running culture celebrated in the city of lights without increasing their carbon footprint.

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STELLA McCARTNEY

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Notes to editors:

The Fall/Winter 2018 collection will be 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, <http://a.did.as/aSMC> 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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<https://www.youtube.com/user/adidaswomen>
<http://a.did.as/aSMC>

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.