**adidas by Stella McCartney presents the Fall/Winter 19 collection, showcasing more sustainable innovation through performance and style**

* The collection features innovative fabrics, created in more sustainable ways and engineered to meet the dynamic needs of the modern woman athlete
* Graphic prints are brought to life in an earth-tone colour palette, inspired by nature
* adidas by Stella McCartney reveals musician and activist Grimesas star of the collection campaign

**Herzogenaurach, Germany 15th July 2019:** adidas by Stella McCartney continues to push boundaries in women’s sportswear with the Fall/Winter 2019 collection. The versatile collection incorporates cutting-edge fabrics that help reduce impact on the planet, without compromising on performance.

The materials and production methods used to create the collection for FW19 include recycled polyester made with Parley Ocean PlasticTM, and regenerated ECONYLTM yarn. adidas targeted technologies, built to withstand both the intensity of workouts and harsh climate conditions also feature throughout, including BoostTM, ClimachillTM and ClimaliteTM.

Balancing style and performance, the collection combines innovative technologies with iconic design. Taking style cues from the Stella McCartney FW19 runway, graphic prints and bold mesh structures are contrasted with Stella’s favourite soft, blush colour palette and earth tones.

This season’s highlights include the new **Warpknit Long Sleeve**, a high-performance knitted garment with a second skin feel and open hole structure to help athletes stay cool during intense workouts. The new **Light Jacket** and **Run M20 Short** compliment the top for a complete versatile training look, both constructed with light, recycled polyester to bring ultimate comfort to any training routine.

*“Performance and style are at the heart of every piece adidas by Stella McCartney creates, but we believe that this shouldn’t come at a cost to the planet. Our focus for this collection was to incorporate fabrics that help us get one step closer to our future goal of high-performing, sustainable performance wear,”* **explains Stella McCartney.**

Alongside the launch of the collection, adidas by Stella McCartney unveils Canadian musician Grimes, as the star of the collection campaign.

**Stella McCartney comments:**

*“Grimes is the perfect embodiment of the adidas by Stella McCartney core values. She is passionate and outspoken protecting the planet, and a true trailblazer for pushing creative boundaries and inspiring women to unlock their potential in all aspects of their lives.”*

Select pieces from the adidas by Stella McCartney FW19 collection will be available online from 15th July on adidas.com and stellamccartney.com.

Key looks and drop dates:

* Versatile Parley Outfit (available now)
* Alphaedge 4D (available now)
* Play for the Planet look (available now)
* Golden Ultraboost (1st September)
* Ultraboost HD running look (1st September)
* Winterpack (1st October)

**ENDS**

Notes to editors:

**About adidas**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs around 57,000 people across the globe and generated sales of just under € 22 billion in 2018.

**About adidas by Stella McCartney**

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, Tennis and Swim.