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**adidas by Stella McCartney reimagines iconic training looks for a new generation with Spring/Summer 20 collection**

* *Spring/Summer 20 launches with two new capsule collections that offer fresh takes to iconic training looks: Club Collective and Boxfit*
* *The collections draw on inspiration of all forms of movement, from London’s iconic dance scene to new age boxing studios in Brooklyn*
* *Influenced by the next generation of athletes, the collection features bold prints and streetwear silhouettes combined with innovative performance technology*

**Herzogenaurach, Germany 15th January 2020:** adidas by Stella McCartney continues to push boundaries in performance wear with the Spring/Summer 20 collection. Inspired by the collective of next-generation athletes, the new season apparel reimagines classic performance looks with innovative design.

The SS20 collection takes a fresh approach to iconic training looks within two new capsules: Club Collective and Boxfit. Both feature a mix of high-performance training essentials that fuse style and sport seamlessly and designed to support all types of movement.

The design inspiration of **Club Collective** is reminiscent of the London club scene of Stella McCartney’s youth, featuring a mix of training essentials designed to flow with the body through dance and other forms of movement. A soft, muted colour pallet balances with bold and playful prints, with relaxed silhouettes offering easy stylised layering over workout wardrobes.

Highlights include:

* The **Woven All-In-One Jumpsuit**, an ultra-lightweight fabric designed into an exaggerated silhouette making it the perfect piece for layering from the street to the gym studio
* The oversized **Printed Parka**, made with 100% recycled polyester and water-repellent fabric to keep athletes protected and ready embrace the elements
* The **UltraBOOST 20** shoe has been updated with a new silhouette and built with a new upper featuring Primeblue®, made with a blend of Parley Ocean Plastic and other recycled materials. The shoe features more BoostTM than ever before, offering incredible energy return in every step.

Tapping into adidas’ long history in boxing, combined with today’s modern iterations of boxing studios and the sport itself, the **Boxfit** collection is the epitome of style and performance. This apparel supports across a range of high-impact workouts, outside of boxing. Highlights include:

* The training **Track Pants** are made with an organic cotton outer layer for optimum comfort, with a flared design nodding to Stella’s signature style
* The new **Boxing Shoes** are ultra-light weight padded shoes with rubber outsoles that grip the floor for strong, stable footing in the ring. Featuring suede overlays that wrap the foot for added support during every move
* The wind-resistant **Adizero Shorts** made with lightweight woven fabric provide optimum comfort to allow for peak running performance

*“The adidas by Stella McCartney collaboration began 15 years ago and has stayed true to delivering the best in performance wear through a fashion lens. this season celebrates my favourite classic training looks with updated design touches for the next generation.*

*The collection also pays homage to the first ever adidas by Stella McCartney collection, with updated hero prints, silhouettes and colourways from collection’s past, “****explains* Stella McCartney.**

The Spring/Summer 20 campaign features a diverse collective of individuals from around the world including: Dancer and artist Najla Gillam, Ballet dancer Parker Hit Hill, and Teen martial arts champion Mona Guba. Each encompasses strength and creativity in different forms, showcasing the power in embracing varied workouts.

Select pieces from the adidas by Stella McCartney SS20 collection will be available online from 15th January 2020 on adidas.com and stellamccartney.com with additional items launching later in the season.

**ENDS**

**For further media information please contact:**

[INSERT LOCAL MARKET CONTACT DETAILS]

Notes to editors:

**About adidas**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok and TaylorMade. Headquartered in Herzogenaurach, Germany, the Group employs more than 56,888 people across the globe and generated sales of around € 21.2 billion in 2017.

**About adidas by Stella McCartney**

Since 2005, adidas by Stella McCartney has been a pioneer in the women’s sports performance category, fusing adidas’ commitment to cutting-edge technology with Stella’s signature style. Collection after collection, the brand supports and empowers the modern woman who is constantly evolving and moving forward with strength, purpose, and vision. Committed to offering unrivalled performance and style for 15 years, the highly innovative collection consists of apparel, footwear and accessories across disciplines including Run, Training, Yoga and Swim. The adidas by Stella McCartney range is designed for both people and the planet in mind, always committed to using the most sustainable and innovative methods and materials available.