**ADIDAS BY STELLA REWRITES THE MATERNITY STYLE RULEBOOK WITH BOLD COLLECTION THAT FEATURES ADIDAS’ FIRST PERFORMANCE NURSING BRA**

* *The Fall / Winter ’22 Maternity Collection has been crafted with comfort at the core, featuring soft and stretchy fabrics designed to adapt with the body through each stage of pregnancy and support range of sports including yoga and running*
* *In an adidas by Stella McCartney first, the collection features a practical, high-performance nursing bra to help improve accessibility to sport for new mothers*
* *The new capsule redefines maternity workout style through fusing performance design with striking tonal animal prints*

**Herzogenaurach, Germany, July 28, 2022:** Today, adidas by Stella McCartney reveals its first capsule for new and expecting mothers with the launch of the Fall / Winter ‘22 **Maternity** **Collection**. Designed to support athletes during pregnancy and postpartum, the capsule fuses signature adidas by Stella McCartney animal print with soft and stretchy performance fabrics designed to adapt with the body through each stage of the motherhood journey. Created for ultimate versatility, the collection supports a range of sports including yoga and running.

In homage to the new wave of expressive maternity style, this collection redefines what supportive and on-trend workout wear looks like for new and expecting mothers. Each piece in the capsule has been consciously crafted with materials and methods that are designed to offer both comfort and practicality during movement.

Providing the perfect blend of innovation and versatility, the **Maternity** **Collection** features adidas’ first ever **Performance Nursing Bra.** Crafted with fabrics that feel like a second skin, the bra incorporates an easy to open clip solution to support with breast feeding, alongside adjustable straps and removable pads for added comfort. The **3-in-1 Jacket** is a functional fleece designed with a **‘Carry Me’ insert** to provide mothers room to carry their baby close.

**Speaking about the campaign and collection, Stella McCartney said:** *“More than ever, we need to ensure sport is an inclusive space, which means innovating and catering to the specific needs of our community. Too often, maternity performance wear is muted and pared back and we’re so proud to be introducing our first ever collection that reimagines pregnancy workout style. Each piece is designed for comfort first, but with technical details and bold colours that allow new and expectant mothers to express themselves. It has been hugely exciting to create the collection during a time when women no longer need to choose between their pregnancy wardrobe and remaining true to themselves.”*

Key pieces from the drop include:

**Performance Nursing Bra:** A first of its kind for adidas, this Performance Nursing Bra is the perfect blend of innovation and versatility. Helping athletes to stay comfortable and active during and post pregnancy, the bra provides ultimate adaptability with easy-to-open clip solution and adjustable straps, ideal for nursing. Crafted with peach-soft fabric, the bra is also made in part with recycled materials, including 79% recycled polyester.

**Maternity Tank:** With its sleek fit and bold animal print design, this training tank combines style and comfort with super-stretchy interlock fabric. The racer-back provides added support for low impact movement, and has been made in part with recycled materials, including yarn containing 50% Parley Ocean Plastic.

**Maternity Tight:** This sports-luxe tight, crafted from soft, interlock fabric is perfect for low impact workouts. The belly insert has been designed with comfort and support in mind, with the stretchy material seamlessly adapting through each stage of pregnancy. The tight is made in part with recycled materials, including yarn containing 50% Parley Ocean Plastic.

**Maternity 3-in-1 Jacket:** This versatile 3-in-1 Jacket has been designed for practicality, with a ‘carry-me’ insert that offers room for new mothers to carry their babies close. The insert is removable offering added functionality and has been made in part with recycled materials, including 70% organic cotton and 30% recycled polyester.

**Maternity Pant:** The Pant has a relaxed and flattering silhouette with a bungee cord adjustable waist, zipped side pockets and ribbed cuffs. The belly insert is made from peach-soft interlock fabric that adapts with the body to provide maximum comfort. The Maternity Pant has been made in part with recycled materials, including 70% organic cotton and 30% recycled polyester.

Through this debut Maternity collection, adidas by Stella McCartney hopes to create greater accessibility for mothers in sport.

The **Maternity Collection** is available from July 28 via the [adidas app](http://www.adidas.com/adidasapp).

**ENDS**

**For further media information please contact:**

**Notes to Editors:**

**About adidas**

adidas is a global designer and developer of athletic and lifestyle footwear, apparel, and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster, and stronger and creates a range of classic and fresh lifestyle and high-fashion lines. For more information, please visit: adidas.com

**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 the body, mind and planet, and is committed to using more sustainable and innovative methods and materials.