**adidas and Arsenal unveil first away kit with Stella McCartney for Arsenal Women, in the second chapter of the collaboration**

* The new high-performance away kit design blends bold geometric prints with shades of halo pink and soft, pastel glow blue, pushing the boundaries of on-pitch sport style.
* The limited-edition range includes a gender-neutral game-day match shirt as well as stylish, comfort-first off-pitch pieces for pre- and post-match travel.
* Dropping from 28 September, the adidas by Stella McCartney Arsenal collection is available via Arsenal Direct (LINK), Arsenal stores, selected retail stores, and one at adidas.com

**Herzogenaurach, Thursday 28 September 2023**: adidas and Arsenal have today launched the next chapter of their collaboration with Stella McCartney, by revealing the first away kit and travel range for Arsenal Women.

The limited-edition range is designed to support Arsenal Women both on and off the pitch and includes a range of structured silhouettes including a jersey, shorts and stylish travel wear pieces such as a full zip jacket with neon accents, track-style pants, and an oversized tee. As the hero piece of the collection, the striking away shirt takes centre stage thanks to the fusion of geometric patterns with color-blocking accents of halo pink and glow blue. The shirt also features AEROREADY technology, which uses sweat-wicking and absorbent materials to keep players feeling dry.

 The eight-piece collection fuses high-performance and consciously crafted innovation to support the world’s best athletes on the move.

Key pieces are crafted with at least 47% recycled polyester and 100% organic cotton as part of adidas' ambition to help end plastic waste, offering a fresh vision for what a statement and signature collection for club, people and planet, could be.

**Arsenal striker, Alessia Russo, who has just starred at the FIFA Women’s World Cup, said:**

*“It’s been an exciting summer for me, both with the move to Arsenal and reaching the final of the FIFA Women’s World Cup, and now we’re back I am fully focused on my first season with the team. It’s so special to be marking this with a collection as playful and bold as this one. For me, football has always been about having fun and getting creative – it’s why I got into it as a young girl and it’s what inspires me today. I love that this collection represents that, and I can’t wait to wear the shirt with pride on match day.”*

**Stella McCartney, Creative Director, said:**

*“Following the remarkable tournament in Australia, I’m so proud to continue the story with Arsenal by creating this bespoke capsule for the women’s team. Designing for a team that truly embodies what it takes to be an athlete and inspire the next generation of footballers has been incredibly special.*

*I love that the away jersey taps into the exciting intersection of fashion and football through its elevated geometric print and captivating hues – with technical performance materials at the core. It’s important that both players and fans alike can playfully express themselves as they move on and off the pitch, and we hope this bold, new collection can play a part in that.”*

The away kit will be debuted on pitch on 6th October when Arsenal play Manchester United in the WSL and is the first time the team will have worn a separate kit to the men. The men’s team will wear the gender-neutral jersey as a pre-match warm up top ahead of their league game with Manchester City at Emirates Stadium in the same month.

The range will be limited in quantity and available across adidas.com, in store, at Arsenal official club stores, Arsenal Direct and selected retailers from today. For more information, follow @adidasfootball on Instagram and Twitter, or visit www.adidas.com, as well as www.Arsenal.com

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**For further media information please visit** http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL **or contact:**

**ABOUT ADIDAS**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 22.5 billion in 2022.

**ABOUT ADIDAS IN FOOTBALL**

 adidas is the global leader in football. It is the official supplier of the most important football tournaments in the world, such as the FIFA World Cup™, the UEFA European Championship & the UEFA Champions League. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus. adidas is also partner to some of the best athletes in the game including Vivianne Miedema, Lindsey Horan, Wendie Renard, Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Thiago Alcantara, Alessia Russo, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Jude Bellingham, and Karim Benzema.

**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 18 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.