

**IRIS LAW DEBUTS FIRST-EVER ADIDAS BY STELLA MCCARTNEY SKI COLLECTION, IN COLLABORATION WITH TERREX**

* *adidas by Stella McCartney and TERREX introduce a new era of high-performance sportswear to redefine luxury fashion on the slopes*
* *The collection features cutting-edge skiwear made in part with recycled materials, including the reimagined Free Hiker shoe and Two Layered Insulated Jacket*
* *Dropping on 12 October, the Fall/Winter 2023 TERREX collection is available via selected retail stores, and online at adidas.com/adidas\_by\_stella\_mccartney*

**Herzogenaurach, 12 October:** Today, adidas by Stella McCartney and TERREX come together to unveil their debut ski collection for Fall/Winter 2023. Taking high-performance sportswear and luxury design to new heights with apparel, footwear and accessories for the slopes and beyond. British model and actor Iris Law fronts the campaign and collection, a next-generation creative whose passion for self-expression, holistic approach to movement and fearless style set the tone for the season.

Pushing the boundaries of fashion and function, the TERREX collection fuses technical mountain performance innovation and features – with striking prints and silhouettes to stand out on the piste. Heat management materials such as Primaloft Parley padding insulation help to tackle high altitude and low temperatures throughout a day on the slopes. Signature adidas technologies such as RAIN.RDY and WIND.RDY protect wearers against cold and wet weather on the mountain.

Key pieces include the Two Layered Insulated Jacket, made with Primaloft Parley padding, adidas’ innovative insulation derived from recycled ocean plastic, alongside RAIN.RDY technology – delivering warmth and comfort when the temperature starts to fall, both on and off the mountain. The Free Hiker shoe, a reimagined TERREX hiking shoe in a functional utilitarian silhouette made in part with recycled materials offering a sock-like fit for enhanced comfort, is also paired with COLD.RDY technology to help keep wearers warm.

Exploring new possibilities for performance wear, key pieces in the collection have been made with at least 85% recycled materials as part of adidas’ ambition to help end plastic waste.

**Speaking about the FW23 campaign and collection, Stella McCartney said:**

*"This collaboration has always been about pushing the boundaries of sport and fashion so, as we mark our 18th year together, our new chapter with TERREX celebrates fashion with a technical edge to support our community in uncharted terrains. This has been an incredibly exciting journey for me as we go even deeper into the escapism that the outdoors brings.*

*Working with Iris again has been amazing. I love her bold style and creative spirit, which is in perfect harmony with our vision and captures the essence of this collection. With her love of movement, she effortlessly brings to life the intersection of high fashion and high-performance sportswear – embodying the adventurous spirit of adidas by Stella McCartney."*

**Speaking about the FW23 campaign and collection, Iris Law said:**

*“It’s so exciting to be a part of the collaboration as it debuts its first ski-wear collection! I love both brands, and how together they make something both sport and fashion.
Movement is such a big part of my physical and mental well-being, so being part of this campaign where it’s all about embracing sport in the mountains with some of the most beautiful backdrops in the world, has been an incredible experience.”*

*I really resonate with the ethos of partnership; it’s so important in helping to refuel my creative spirit, push boundaries and explore. I see nature and the outdoors as one big playground. I am so proud to share what we’ve created, together.”*

Key pieces from the drop include:

**TrueNature Two Layered Insulated Jacket Printed:** The Two Layered Insulated Jacket, crafted with 100% recycled polyester and Primaloft Parley padding, blends practicality and style. Engineered with RAIN.RDY technology to keep wearers dry in wet conditions, it provides protection for snow-filled adventures with design features such as underarm ventilation zippers and a mesh gusset; the jacket ensures optimal airflow to keep wearers cool and dry during intense winter activities. The adjustable hem, sleeves and hood construction offer a secure fit both with and without a helmet. Featuring floral prints and the adidas by Stella McCartney logo, it comes in a striking blue, orange and black colourway.

**TrueNature Two Layered Insulated Onesie:** The two-layered insulated onesie is the ultimate winter piece for style and functionality on the slopes and beyond. Made with 100% recycled polyester, the onesie features Primaloft Parley padding, ensuring warmth, while the durable CORDURA® fabric provides enhanced protection, and adjustable features offer customizable comfort. With its loose-fitting design and RAIN.RDY technology, this onesie keeps wearers protected and comfortable during their winter adventures.

**TrueStrength Seamless Yoga Top Long Sleeve:** Designed with a tight fit, this innovative and stylish seamless yoga top offers a flattering silhouette that contours to the body. The circular seamless construction ensures a smooth and comfortable feel against skin, eliminating any irritation or chafing. The soft hood provides extra coverage, keeping wearers protected and comfortable during intense activities such as skiing. With its iconic graphic design and the dark caramel, dove grey and semi-pink glow colourway, this top is a true fashion statement on and off piste. Made from 100% seamless fully fashion fabric, it combines style with exceptional quality.

**TrueStrength Seamless Yoga Tight**: The tights are a perfect fusion of style and performance. Featuring a circular seamless construction, ensuring a smooth and comfortable fit, the form-fitting design offers a flattering silhouette while providing freedom of movement. The leggings are soft to the skin, offering exceptional comfort on and off the slopes, and the modern graphic design adds a touch of contemporary flair. Available in a dark caramel, dove grey and semi pink glow colourway, they are as fashionable as they are functional. Made from 100% seamless fully fashion fabric, these leggings are a must-have for those seeking style, comfort and performance.

**Snow Goggles:** Designed with the athlete in mind, the snow goggles deliver performance and protection on the slopes. Powered by SP0053 KOLOR UP™ technology that adjusts lens colour in 30 seconds, matching varying light conditions for optimum visibility, and provides protection and comfort on the mountains. Featuring an anti-fog ventilation system, wearers can maintain clear vision throughout winter adventures. Complete with an internal sport-grip silicon strip to provide a secure fit, keeping the goggles in place while navigating frosty terrain.

**Free Hiker:** The Free Hiker is crafted for comfort during short or long distances, featuring flexible materials that accommodate foot expansion while hiking. Using technologies such as COLD.RDY, specifically crafted for cold climates, the footwear embodies the unique style and performance intersection that only this collaboration can bring – offering the long-lasting cushioning of a BOOST midsole with a functional utilitarian silhouette.

The **TERREX** collection is available from 12 October on adidas.com/adidas\_by\_stella\_mccartney and via the adidas app.

**ENDS**

**For further media information please contact:**

[INSERT LOCAL MARKET CONTACT DETAILS]

**Notes to Editors:**

**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 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.

**About TERREX**

adidas TERREX is a global leader in the outdoor sporting goods industry. With the mission to be the best sports brand in the world and enable all humans to live a more connected, conscious, and adventurous life, adidas TERREX combines high-performance apparel, footwear and accessories, and technologies with fashion-forward designs to inspire and equip every human being to find their own summits. For more information, please visit: adidas.com/TERREX