



stella mccartney

adidas by Stella McCartney is Ten!

The original sports luxe performance collection celebrates a decade of sport and style

Herzogenaurach, October 2014: adidas by Stella McCartney celebrates ten years of innovative athletic style with a SS15 collection filled with powerful technical ability. From Run to Yoga or Swim, the new collection continues to push the boundaries of performance and style offering apparel, footwear and accessories for every sporting challenge. The brand's anniversary is also marked by the creation of an exclusive capsule collection with a distinctive design DNA that celebrates a decade at the cutting edge.

"I am so proud of what we have been able to achieve with the adidas by Stella McCartney collection. When we began working on the first season, nobody had ever created anything like it; a combination of strong design aesthetic with true performance technologies. It has since been the standard principle of this collaboration and this season is no exception." - Stella McCartney.

In this season's **Run** category exceptional functionality is met by a cool, low-key aesthetic. All over floral camo prints in dusty hues are contrasted by vibrant box red Techfit™ powerbands which offer compression and stability. Industry leading technologies ClimaChill™ and ClimaCool™ combine superior comfort and temperature regulation ensuring maximum performance as temperatures start to rise. Ice grey marble prints complete the category, perfectly styled with the must-have Run Parka: a soft silhouette in Pearl Grey. The Parka's integrated straps allow it to be removed and worn like a back-pack when on the go.

Revolutionary adidas cushioning technology BOOST™ features in the **Pure BOOST** footwear silhouette amongst others. This streamlined model features a minimalistic floral upper and an elastic lacing system. The 100% BOOST™ tooling ensures an unparalleled energy return during your run.

Studio brings a scuba-inspired feel to the SS15 collection with raised necklines and exposed zip detailing. Stand out colour blocking and new crop top and performance body silhouettes offer a dynamic layered look for any studio workout.

Seamless technologies in the **Yoga** range allow for ease of movement. The bold floral engineered designs in scarlet red and flight blue are knitted directly into the fabric ensuring ultimate comfort and a perfect fit.

SS15 also welcomes more highly sustainable apparel choices to the line, presenting luxury all-white Low Waste No Dye tees, shorts and hoodies. Advanced, eco-friendly cutting techniques ensure 95% of fabric used creates the final product, with the remaining 5% recycled or repurposed, so that no surplus material goes to waste. No dye completes the sustainable offering.

Additional categories of **Cycle**, **Swim** and **Weekender** complete SS15 collection.

- ENDS -

For further information please visit [adidas News Stream](#) or contact:
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Notes to Editors:

adidas offers products out of two different divisions: Sport Performance (leading technologies), Sport Style (Fashion Group and Originals). The adidas by Stella McCartney range is part of the adidas Sport Performance division.

adidas by Stella McCartney collaboration was launched in Spring/Summer 2005 and remains a unique concept for women's sports performance. The highly innovative sports performance range consists of apparel, footwear and accessory pieces in Tennis, Weekender, Running, Yoga, Studio, Swim and Cycling for the spring/summer seasons, and Wintersports for the fall/winter seasons.

The Spring/Summer 15 collection will be available from January 2015 onwards at www.adidas.com/stella

It will also be available in the flagship adidas by Stella McCartney store in London's Brompton Cross and Miami's Lincoln Road, as well as at Stella McCartney mainline stores and over 788 concessions in adidas Women's stores, adidas Sports Performance, leading e-retailers and sports retailers globally and high-end department stores.

BOOST™ New and innovative BOOST foam offers the best energy return in marketplace due to thousands of energy capsules storing and unleashing energy by every step.

ClimaChill™ an industry leading fabric technology which offers premium ventilation, moisture management and an instant cooling effect.

ClimaCool™ an integrated system of technologies that work together to regulate the body temperature. ClimaCool™ apparel actively conducts heat and sweat away from the body.

Techfit™ focuses your muscles' energy to generate maximum explosive power, acceleration and long-term endurance.