



stella mccartney

Style meets Performance at U.S. Open

- Introducing Caroline Wozniacki and the new adidas by Stella McCartney fall/winter 09 tennis collection -

Herzogenaurach, 31st August 2009 –Today, the Danish tennis sensation Caroline Wozniacki presents the new fall/winter 2009 adidas by Stella McCartney tennis range at the U.S. Open at Flushing Meadows. Currently ranked No. 9 on the Sony Ericsson WTA Tour, Caroline has been selected to become the exclusive new face of the tennis line and will be playing in apparel and footwear from the distinctive sport performance collection at all upcoming tournaments starting with the U.S. Open.

“For me it is essential to wear products that combine performance and style. I need to have breathable apparel and footwear that is lightweight, stable and well cushioned. With the adidas by Stella McCartney tennis line I feel like I have everything any fashionable female tennis player always dreams about: cutting-edge adidas technologies combined with Stella’s unique designs that actually perform. I always play better when I feel good, that is very important to me so I’m really excited about getting out on court in it!” says Caroline Wozniacki.

Stella McCartney comments “It’s very rare for a fashion designer to dress one of the top 10 players in the world. I couldn’t be more thrilled and happy to be given that opportunity. Lets hope this will enhance her performance!!”

Caroline will be wearing key styles in the new tennis line including the Performance Dress which features adidas CLIMALITE® technology, the Performance Hot Pant and Bra in smoked pink and the Image Jacket in dark grape. She will also wear the Visor in smoked pink and the Skynde shoe in seed pearl, dark grape and white. The shoe is based on the renowned adidas Barricade V tooling which provides the perfect mix of midfoot stability, flexibility and cushioning for maximum comfort.

Caroline Wozniacki has been part of the adidas Player Development Program since 2007. The program helps nurture young talent with a unique mix of advice and support giving an extra helping hand to build a career. The service strives to complement the player’s own team with additional advice, coaching and motivation.

The fall/winter 09 tennis collection hits retail in August 2009, including high-end department stores - such as Lane Crawford, Isetan, Harrods, Holt Renfrew and Nordstrom - as well as adidas online stores, adidas Sport Performance stores and selected sports retailers all around the world. Prices range from € 15 for the Sweatband and € 35 for the Visor to € 145 for the Skynde shoe, € 140 for the Performance Dress and € 180 for the Image Jacket.

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Notes to Editors...

Successfully grown since 2005, the adidas by Stella McCartney collaboration was launched with a spring/summer collection in February 2005 and remains a unique concept for women. The collection remains deeply rooted in sport and continues to re-define and challenge traditional sport silhouettes. The highly functional sports range consists of apparel, footwear and accessory pieces in Golf, Running, Gym Dance, Gym Yoga, Gym Studio, Tennis, Swim and Wintersports fusing style with top-level technology for maximum performance: The highlight technologies are FORMOTION™ and CLIMA365 within apparel and the women's specific running technology in the Supernova Glide and Barricade V within footwear.

Key silhouettes in the Tennis collection are inspired by bubbly college cheerleaders, featuring vibrant eighties style RaRa skirts combined with feminine rouching and gathering and elegant draped sleeves giving a sophisticated playful feel and an unexpected twist on and off the tennis court. The collection also includes adidas CLIMALITE® technology plus footwear including the Skynde shoe which features Barricade V tooling and technology.

CLIMALITE® is a light and breathable fabric that works to keep you cool by conducting heat and sweat away through a combination of heat- and moisture-dissipating materials and three-dimensional design. The special fabric pulls sweat away from the skin to the outer fabric face for quick evaporation, enhancing the body's natural temperature regulation, keeping you cooler, drier and more comfortable.

BARRICADE V is adidas' biggest selling tennis shoe and provides unbeatable stability on court for all players on a wide range of surfaces. Featuring adiWEAR® - a durable, non-marking rubber - the Barricade avoids early wear and tear essential for both practice and matches. The TORSION® System technology provides the perfect mix of midfoot stability and flexibility, while adiPRENE® cushioning ensures maximum comfort during even the longest of rallies.

adidas Player Development Program

The adidas Player Development Program was created in 2006 to address the individual needs of both junior and professional tennis players. The service offers a unique mix of advice and support, from coaching and fitness training through to hitting partners, nutritional advice and career management plans to nurture adidas Tennis talent over the coming years.

Caroline Wozniacki, Fernando Verdasco, Sania Mirza, Grigor Dimitrov, Laura Robson, Raluca Olaru and Sorana Cirstea are some of the players currently participating in the program, which does not replace their own personal trainers but instead gives them an extra helping hand to build a career. Over 30 additional players including Ana Ivanovic and Dinara Safina, have used this free service at various stages in the past three years.

The adidas by Stella McCartney range is part of the adidas Sport Performance division. adidas is a leader in tennis footwear and apparel supplying, in the past, legendary players such as Ilie Nastase, Rod Laver, Stan Smith, Ivan Lendl, Stefan Edberg, Andre Agassi, Steffi Graf and Justine Henin with the best sportswear for their needs. Now Novak Djokovic, Ana Ivanovic, Fernando Verdasco, Dinara Safina, Jo-Wilfried

Tsonga, Fernando Gonzalez and Marat Safin, to name a few, benefit from the best technology and innovation in both adidas footwear and apparel allowing them to prepare for their on-court challenges.

Note: 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.

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