



stella mccartney

Stella's New Sports go online

- Introducing the new adidas by Stella McCartney spring/summer 10 movie -

Herzogenaurach, 15th of November 2009 – The award-winning adidas by Stella McCartney collection enters the spring/summer 2010 season continuing to re-define and challenge traditional sport silhouettes by introducing Triathlon and Cycling to the distinctive functional fashion range. The exciting new sports categories were launched in an exclusive movie premier at the spring/summer 2010 showroom presentation at London Fashion Week and go live online on January 7th, 2010.

Stella McCartney comments "This collection continues to be a great success, and I'm very excited to introduce Triathlon and Cycling as new categories. I'm always trying to push myself and this new collection has everything you need in sports today: it is sleek, stylish and super sporty! Technically, both new sports are exciting, they are very personal yet still competitive, and they combine both a city and country experience which is very important to me."

One main movie and four inspiring, energetic short movies all featuring model Anouck Lepere showcase key looks from the flamboyant and lively spring/summer 2010 collection and go live in January 2010 to coincide with the retail launch. The Triathlon movie features the sleek and sexy high-performance Tri Performance Swimsuit made from shiny finish functional polyamide and featuring beautiful feminine details with seductive sheer fabric in a deep V shape through the chest and the back. The Cycling execution showcases the new Performance Zip Tee in white with a vibrant zebra print graphic and unique feminine roused sleeves, the Performance Padded Tight in navy blue plus the glove, cap and the Imbris shoe. And the Gym Studio film presents the unique Denim Print Tight features a faded black denim all-over print, the Sleeveless Hoodie with giant pockets in blush red, the Burn Out tee in running white and the high-performance Intus Gym shoe using sustainable upper materials. The Running movie features the eye-catching metallic, shiny look Image Jacket in pool blue, the Crop Gilet in black, the Baselayer Tight in pool blue and the new Galbinata featuring a vibrant all-over zebra print upper on a lightstrike track inspired bottom.

Alongside this season's new Triathlon, Cycling, Running and Gym Studio collections, the range continues to offer new styles in Tennis, Swim, Golf, Cover Ups and Gym Yoga, Gym Dance.

The spring/summer 10 collection hits retail in around 583 stores in January 2010, including high-end department stores – such as Lane Crawford, Isetan, Harrods, Holt Renfrew and Nordstrom – as well as adidas Sport Performance and Stella McCartney stores, leading e-retailers and selected sports retailers all around the world. Apparel prices range from around 45 Euro for the Tennis Performance Bra Top and Performance Hot Pant and up to 300 Euro for the Golf Performance Jacket. Footwear starts at around 50 Euro for the Commoda Slide and goes up to around 160 Euro for the Festuca Golf shoe. Accessories are from 10 Euro for Cover up sock and up to 170 Euro for the Florifer Fashion Sport Bag.

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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; 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: Formotion™ and Clima365 representing the highlight technologies within apparel and the latest running technology in the adiZero LT and Barricade V within footwear.

The exciting new Triathlon and Cycling range features a distinctive colour palette, stand-out graphical zebra prints and tight, sexy performance silhouettes. The collection takes inspiration from the fast-paced thrills of road cycling and the exhilaration of the multi-sport triathlon featuring weightless packaway jackets in sheer see-through technical fabrics, sporty shapes with feminine gathering and pleating and technical bonding prints added to make more feminine silhouettes. Highlights include the high-tech Tri Performance Swimsuit made from shiny finish functional polyamide and the Cycling Performance Zip Tee with a vibrant zebra print graphic and unique feminine roused sleeves and the Cycling Performance Bib which is a re-interpretation of the traditional cycling suit with a typical cheeky Stella twist. Key footwear for the season is the Imbris G

The Gym collection is split into three segments: Studio, Dance and Yoga:

- The Gym Studio line features ultra lightweight ClimaLite® performance fabrics featuring burn-out fabric tees, simple clean cut hoodies with giant pockets and puffy sleeves in pool blue and scarlet red and ultra tight hot pants and tights mixed together to create a distinctive sporty Stella look. Highlights for this season include the CU Denim Tight which features a faded blue denim all-over print and the high-performance Intus Gym shoe using sustainable upper materials. and the Sersa sports bag.
- The Gym Dance collection features a vivacious, stand-out zebra print and distinctive colour pops of blush rose pink and mid grape purple to create a lively, exciting dance look by combining loose-constructed lightweight fabrics for a more relaxed silhouette with stand-out, signature tight-fitting pieces. Highlights include the zebra print Dance Print Tight and the CU Dance Graphic Tank and the stylish CU Dance Blouson in mid grape pink/blush rose with a Jacquard zebra print finish. A seasonal footwear highlight is the new Ordlie shoe available in black and violet and the Pilco bag featuring a unique zebra head key ring.
- This season's Gym Yoga range is the best sustainable product adidas produces and features apparel made from soft Tencel® fabric, a renewable raw material from eucalyptus wood harvested in Forest Stewardship Council-certified, responsibly managed forests and footwear made from natural canvas, recycled textile and recycled rubber with natural wood pulp insoles for maximum comfort. The pretty and sophisticated collection combines loose-constructed lightweight fabrics for greater freedom of movement and structured, high neck collar jackets with quilted detailing for a smarter silhouette. Highlights include the elegant CU Yoga Gilet and the CU Yoga Short, the Stella Yoga mat in seed pearl and the new Yoga Legwarmer available in gravel grey and lead.

The Running line mixes futuristic, metallic and shiny fabrics and eye-catching prints with distinctive 80's and 90's inspired colour pops, volumous pleating and rouching and ultra lightweight fabrics to create stylish and sexy silhouettes. Seasonal highlights in apparel include the metallic, shiny look Image Jacket in pool blue and the distinctive 7/8 Pant Tight featuring a bold, ornamental 'Stella' print in tonal greys. Footwear includes the new Galbinata featuring a vibrant all-over zebra print upper on a lightstrike track inspired bottom and the Luctor – Supernova Glide women's specific running technology – using sustainable upper materials.

Key silhouettes in the Tennis collection are inspired by the playful unique twists of Stella's own line, combining graceful draping, rouching and layering with delicate feminine detailing and refined finishes, elegant cuts and bold floral embroidery creating a sophisticated but active feel. Highlights include the striking and pretty Performance Dress available in slate green and white and the Delibuta tennis bag. The collection also features adidas Climalite and ClimaCool technologies plus footwear including the Lucrari G shoe which will be worn by adidas by Stella McCartney athlete, Caroline Wozniacki.

This season's Golf range is inspired by smart, military style double breasted jackets with metal trims, storm pockets, and combat fit cropped pants combined with feminine oversized loop trims and pleats, extra-large pretty polos and pants to create a sharp but feminine look. Highlights for the season include the Festuca, a high-performance golf shoe developed using Taylormade tooling and providing waterproof technology and protection against the elements. And the elegant Performance Fit Jacket in shade blue and 100% organic cotton golf Visor.

adidas Better Place

adidas and Stella McCartney have worked hard to ensure that the adidas by Stella McCartney collection is part of the adidas Better Place Program. To be included within the Better Place Program, the materials must come from a sustainable source, be produced without dangerous chemicals, and be manufactured under the highest workplace standards with waste and energy management systems in place.

adidas is constantly reviewing this list as new information becomes available on where and how these environmentally sensitive materials are produced. Below are listed some examples from the short list of materials we currently allow, and why we believe these materials are preferable:

Recycling

At adidas, we source various recycled materials such as inlay soles, textiles, finishings, and rubber. Recycling is the reprocessing of old materials into new products, which prevents the waste of useful materials, reduces the consumption of fresh raw materials, and lowers the total amount of energy needed to extract and process virgin materials into new products.

Organic Cotton

Growing cotton organically means returning to farming the traditional way. Farmers use no genetically modified seeds, no synthetic fertilizers, no chemical pesticides, and no defoliants. All pest control is natural and all fertilizers are from organic composts. Organic cotton is said to use less water than the growing of conventional cotton since the quality of soil it is grown in is better. Growing without toxic pesticides improves life standards of farmers and protects the water supply of the region.

Tencel®

This wood-based material, produced by Lenzing from independently certified, sustainably managed eucalyptus forests comes from a renewable source. The wood fibre is organically farmed, and manufactured in a closed-loop process, which means that there is no waste created during its processing. Tencel® is very biodegradable, and is seen as the best quality rayon on the market at the moment.

Recycled Polyester

Recycled polyester turns a waste product into a useful cloth. Made from plastic bottles and post-industrial waste, this cloth comes from chopped up and melted plastic spun into fibre, using waste that would otherwise have been burned or buried in a landfill.

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.