



stella mccartney

Light Up Winter with Glow-in-the-Dark Running -Introducing the new adidas by Stella McCartney fall/winter 10 collection-

Herzogenaurach, Germany, April 2010 – The distinctive adidas by Stella McCartney collection enters the fall/winter 2010 season continuing to re-define and challenge traditional sport silhouettes by introducing an innovative new glow-in-the-dark story within the best-selling running category. The functional fashion collection remains the only line available for women that is a true fusion of performance and style, combining cutting-edge adidas technologies with Stella's unique designs

Stella McCartney says: "Running is one of our most popular categories and for me to make it have its own point of view is really key. I think that we did it this season in a direct way by looking at glow-in-the-dark. When you are running in an urban environment, you need to feel safe, when people can see you coming and stand out, especially in winter when it gets dark earlier. But at the same time we used it on a leopard print, so it's not so masculine and graphic. We also have glow-in-the-dark key rings which have a nice sense of humour, which you can have if you are a man, a woman, or a kid."

Alongside this season's stunning new glow-in-the-dark Running story, the unique line introduces the new fall/winter 2010 Wintersports range which features sleek and sexy high-performance silhouettes, body-hugging jackets and eye-catching alpine snow scene graphics; highlights include the Image Jacket, the Seamless Tight, the All in One and the Ski Fleece.

Stella McCartney adds: "For me, this season Wintersports has got great attitude, it's very bold; some of the fleecy pieces are quite edgy. The Wintersports slim pants and tight jackets are very figure-hugging, they look really stylish, and it's important to be a stylish skier because it's one of the few sports where you can take fashion to the slopes and it can translate well."

Another highlight for fall/winter 2010 is the sexy and vivacious Gym Studio collection which this season pushes traditional sports silhouettes even further by fusing highly technical fabrics with fashion. The range features standout design details including ultra-fashion, lace-look, graphical floral prints and engineered burn-out tees, an expressive colour palette with dark purple and dark grape mixed up with neon yellow and high pink. Highlights include the Image Seamless long-sleeve top with the Seamless Tight and the Studio Light jacket in dark grape and the Adular Packaway shoe.

Stella McCartney comments: *"We have some great engineered pieces and I would say they are a bit sexier this season. The colour palette, with dark but warm berry tones, and organic pieces, is great with the paint splash effect."*

This season's collection also continues to offer new styles in Tennis, Golf and Gym Yoga alongside Running, Wintersports and Gym Studio collections.

The fall/winter 2010 collection hits retail in around 633 stores from July 2010, including high-end department stores - such as Lane Crawford, Isetan, Harrods and Nordstrom - as well as adidas Sport Performance and Stella McCartney stores, leading e-retailers and selected sports retailers globally. Apparel prices range from around 45 Euro for the Tennis Performance Bra Top and Performance Hot Pant up to 450 Euro for the Wintersport Ski performance padded jacket. Footwear starts at around 50 Euro for the Bacalit Ballerina and goes up to 200 Euro for the Galmei Boot in the Wintersports collection. Accessories are from 12 Euro for the tennis wristband and up to 160 Euro for the 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 is deeply rooted in sport; the highly functional sports range consists of apparel, footwear and accessory pieces in Tennis, Golf, Running, Gym Yoga, Gym Studio and Wintersports. The newest category for summer collections is Triathlon and Cycling which were introduced in spring/summer 2010 fusing style with top-level technology for maximum performance: Formotion™ and Climaz365 representing the highlight technologies within apparel and the latest running technology in the adiZero LT and Barricade V within footwear.

The **Running** line is all about '80s pop art! The best-selling running line combines a mix of matt and shiny fabrics, eye-catching distinctive print with graphical lines and all-over stripe creating a modern take this season. .

The seasonal highlight is "glow-in-the-dark" story, a holistic product package of best-selling running apparel, footwear and accessories. The head-to-toe outfit with the glow-in-the-dark jacket, shorts and the Marialith Runner shoe follows the principle of safety and visibility on the street. The safety and visibility aspect was interpreted in an unexpected and playful way by using leopard all over prints. Further highlight of the glow-in-the-dark line is the

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footwear collection to include the Chariot Runner based on women's specific running technology, coming in vibrant dark purple and bright glowing neon, and the Ilmenit Runner based on the adiZero LT tooling, the glow-in-the-dark highlight shoe. The key accessory is the glow-in-the-dark smiley key ring in 3 colours.

The **Wintersports** takes you away to an alpine retreat. The collection features a colour palette of strong purples and dark chocolate with classic black. Silhouettes remain sleek and feminine, designed with insulation and protection in mind. Detailing takes inspiration from motor sport jackets, adapting sexy cuts with utilitarian trimmings. Highlight pieces are the Winterport All in One Suit, the Ski Image Jacket and Ski Village fleece. The key Ski Village pieces are influenced by mountain and snow landscapes bring a cosy feeling when snuggle up in front of the fire. Fabrics here are all about thermal insulation, keeping you warm through well-established adidas ClimaWarm™ technology. Choose from slim fit silhouettes like the Wintersport Ski slim Jacket for tailored look or get cosy and relaxed with oversized statement fleeces, soft graphic Mountain Long sleeve tees, hats, gloves and socks round off your winter outfit. Key footwear for the season is the Galmei Winterboot.

The **Gym** collection is split into Studio and Yoga:

The **Gym Studio** line features beautiful engineered jacquard flower fabric, ultra light batwing silhouettes, velvet tights and funny smiley t-shirts. Key pieces are the seamless dare to bare with seamless punk rock style cut outs. One of the season's highlights is the Image Seamless long-sleeve top, tight-fitted and made of ultra-light and soft materials for a soft touch with punk rock style cut-outs combined with ruched shoulders to underline the unique sexy but sporty Stella style. Footwear highlight in the fall/winter 2010 Gym Studio collection is the Adular Pack away shoe in an ultra light mesh in bare colour.

This season's **Gym Yoga** range continues with the '70s folky feel as shown in previous seasons. Cosy layering brings a cocooning feel with super-soft fabrics and natural-coloured cotton. The line's silhouettes are kept simple; layering tight-fitted pieces with loose-fit jackets and cover-ups with decorative zigzag stitching, sleeves in a batwing look and oversized pockets. The Gym Yoga line is using a range of material featuring natural coloured cotton, recycled polyester and soft Tencel® fabrics. Footwear highlights in the Yoga collection is the Bacalit a foldable ballerina for yoga which comes in a cute little bag and the Mookait ballerina.

The **Tennis** collection continues the body theme of the spring/summer 2010 season. Key silhouettes are inspired by feminine dresses of Stella's own line, lingerie and corsetry mixing the fragility of lace and the modernity of sportswear. Cuts are elegant and tight-fitted with a fashionable functionality through ClimaLite® materials keeping your body dry drawing sweat away from your skin.

Adidas by Stella McCartney athlete Caroline Wozniacki, currently number 2 player in Women's Tennis, is showing on court this season's highlight dress. She wears the Tennis Performance Dress available in dark slate and a fresh neon

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yellow performance tank. Additionally she will have matching items such as the Ready to Dance bag, tennis wristbands and the 100% organic cotton visor. The collection features adidas adiPRENE® and adiPRENE+® technologies in footwear including the Chalcedon Tennis, which is based on the Barricade V tooling which will be worn by Caroline Wozniacki, too.

This season's **Golf** range is inspired by smart military style with light materials, decorative zips and feminine ruching on the polos to create a sharp but feminine look. The highlight jacket combines military look with decorative stitching and metallic embellishments with the Olivin a high-performance golf shoe using adidas TaylorMade Driver 3.0 tooling providing maximum comfort, best grip and 100% waterproof to be prepared for all weather conditions.

adidas Better Place

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 Grown Cotton

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 grown 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.

Naturally Coloured Cotton

Natural color cotton is a natural pigmented fiber that grows in green, brown and other colors. The process from planting and growing to ready made garments uses no dyes, toxic or harmful materials. It is the most environmentally green fabric possible and creates a beautiful breathable 'pure' fabric with a soft, delicate feel.

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.

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