

APPAREL AND ACCESSORIES

Stella McCartney, Adidas release sportswear collection

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Adidas by Stella McCartney is available in stores and online. Image credit: Stella McCartney

By LUXURY DAILY NEWS SERVICE

British fashion house Stella McCartney and lifestyle and athletic brand Adidas have teamed up to drop a new collaborative collection of athleticwear, Adidas by Stella McCartney.

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Promoted under the campaign title, "Move with Purpose," the collection is intended for those who want to sweat and move in style. It also includes a maternity collection dedicated to new and expectant mothers who want to feel and look their best.

Move with purpose

The pieces from the new Adidas by Stella McCartney sportswear range are made from post-industrial and post-consumer waste like plastic bottles.

This was done with the purpose of empowering the highest impact performance with the lowest impact on the planet.

[View this post on Instagram](#)

A post shared by Stella McCartney (@stellamccartney)

The new collection has dedicated items for new and expectant mothers

The collection includes sports bras, leggings, athletic tops, coats, sneakers and more. It ranges from \$70-\$450.

Adidas has been busy in its luxury fashion activity, as it just wrapped up the debut of its collaborative collection with Italian fashion house Gucci.

In a short film that was inspired by a 1979 Adidas catalog, models enthusiastically fashion the looks from the new Adidas x Gucci collection. Treating bags like weights and ruminating on individuality, the protagonists of the campaign bring an entertaining and inviting energy to the collection ([see story](#)).

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