Adidas and Stella McCartney have just launched the new Stellashine line, which they’re calling “a remaigining of workout wardrobe staples”.

The designer said the thinking behind the offer is to create “quality pieces that not only perform in challenging conditions, but also look beautiful”. And she added that the activewear “has been elevated with some incredible, reflective shine materials and textures so wearers can go straight from a workout to exploring the city or meeting friends”.

That multipurpose element means the line-up includes “workout wardrobe essentials” such as tights, crops, training jackets, and running shoes, but for post-workout wear, the company has “made them pop using adidas technologies including Aeroready and Boost”.

The pieces are made with recycled polyester and Primegreen, which uses a minimum of 40% recycled material.

McCartney worked with a series of young creatives on the line saying that “we handed over the creative reigns to the amazing Jazz Grant, whose striking hand-cut collage work is just incredible”.

Starring in the campaign, is “the formidable Oumi Janta who is a roller-skater and founder of Jam Skate Club who brings her electrifying energy to the visuals, and model and free-spirited creative Anuthida Ploypetch whose work focuses on the importance of mindfulness and kindness, to connect with herself and the world around her”.

The collection launched on Thursday and came as fellow Brit designer Victoria Beckham unveiled her latest collab with Adidas-owned Reebok.

Drop Five, “a collection designed to be worn from the gym to the street and beyond”, also launched on Thursday.
The capsule “reimagines collection icons alongside innovative new styles made from natural high-quality yarns, spun and constructed to deliver high-performing pieces that work with the body, ensuring individuals look and feel their best”.

It features chalky tones that remain core hues alongside black and white, while soft rose and deep aubergine “offer a sense of femininity”. Referencing utilitarianism, the MA-1 inspired seasonal cropped bomber jacket and cargo backpack “bring high energy in digital green”.

The silhouettes “adopt a minimal, structured approach” and include running shorts, a cropped puffer jacket and a new waterproof anorak. 'Skort' tennis dresses seem to be having a moment and one is included in the line-up with subtle cutouts and a bonded finish “that flatters the figure while promising both comfort and coverage – allowing players to move freely on and off the court”.

By Sandra Halliday

Copyright © 2021 FashionNetwork.com All rights reserved.