



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

## BACKSTAGE BEAUTY: AVEDA JOINS STELLA MCCARTNEY X ADIDAS IN LOS ANGELES TO KICK OFF THE SPRING SUMMER 2023 COLLECTION



**FEBRUARY 2, 2023 (LOS ANGELES, CA)** – Aveda, the high-performance hair care brand with a mission to care for the world partnered with Stella McCartney x Adidas to celebrate the launch of the Stella McCartney x Adidas Spring Summer 2023 collection at the iconic Henson Recording Studios in Los Angeles, California. The Aveda artist team, led by Antoinette Beenders, styled models, influencers and performers including the LA Roller Girls and Beth Ditto.

### Get the Look – LA Roller Girls

To achieve the “athletic hair” look, Antoinette and team created individualized looks for each roller-skater all dressed in Stella McCartney x Adidas. First they ensured hair was in top condition by incorporating and treating with **Aveda Nutriplenish™ Leave-In Conditioner\*** or **Aveda Botanical Repair™ Bond-Building Styling Crème\*\*** dependent on hair type. Hair was uniquely styled to each roller-skater and pulled back; laces from the Stella McCartney x Adidas collection were embedded and accessorized throughout braids and twists.

\*Available in all Aveda selling points and [aveda.eu](https://www.aveda.eu)

Belgium: €10 for 30ml and €42 for 200ml

Luxemburg: €9,5 for 30 ml and €40,5 for 200ml

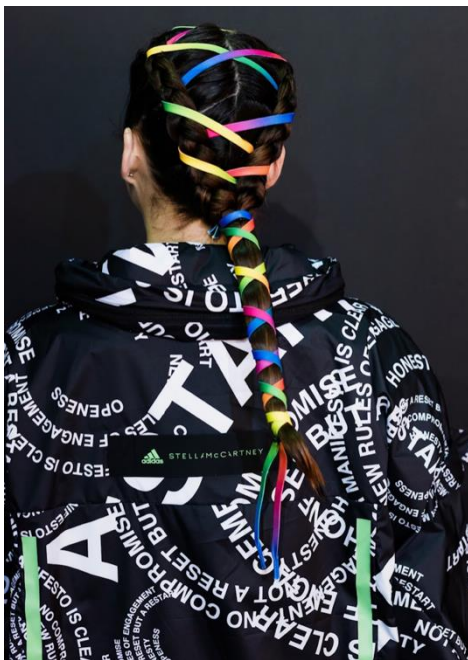
\*\*Available as of March 2023 in all Aveda selling points and [aveda.eu](https://www.aveda.eu)

Belgium: €10 for 30ml and €37 for 200ml

Luxemburg: €9,67 for 30 ml and €35,78 for 200ml

### Party Guest Looks

The Aveda artistic team also styled guests backstage for the event including Scout Willis, Jamie Xie, Esther McGregor, Clara McGregor, Dylan Mulvaney, Truly Young, Grace Brinkly, Isha Punja and Jessica Skye.



# AVEDA

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## CONTACT

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## ABOUT AVEDA

Founded in 1978 with a mission to care for the world and always opposed to animal testing, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90% naturally derived<sup>1</sup> and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products.

Aveda's primary facility manufactures products using 100% wind and solar power<sup>2</sup>, and the brand pioneered the use of 100% post-consumer recycled PET bottles -- currently, at least 85% of our PET bottles and jars used in hair styling and skincare contain 100% PCR. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$69 million for hundreds of global and local environmental organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds.

Aveda products are available in over 45 markets at Aveda stores, partner salons, specialty retailers and at [aveda.eu](http://aveda.eu).

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<sup>1</sup> Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plants, non-petroleum minerals and/or water.

<sup>2</sup> Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.