**Stan’s Back**

American tennis icon Stan Smith began wearing what was the world’s first ever leather tennis shoe in 1971, when he won the US Open on grass and the Davis Cup on clay with the American team. In 1972 he won Wimbledon wearing the classic [adidas](http://www.adidas.co.za/originals/) shoe.

Originally introduced and developed for the French tennis player Robert Haillet in the mid-1960s, the name of Stan Smith was added to the tennis shoe, alongside Haillet’s, at the start of the 70s, before it was designated as the signature sneaker of the American sporting icon in 1972.

One of the most culturally iconic and commercially successful tennis silhouettes of all time, the Stan Smith will re-affirm its place at the pinnacle of the market with a full range of new Stan Smiths rolling out from January 2014 with a second drop in July 2014.

For more insight, have a look at [our archive](https://www.adidas-archive.org/#/ourheroes/smith). Please feel free to link to the archive directly.

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