# RUN THRU TIME with adidas Originals

The second [RUN THRU TIME](http://www.area3.co.za/blog/adidas-originals-run-thru-time/) launch took place last night in Johannesburg, highlighting the 90s execution, based on the adidas ZX 5000 running shoe.

First released in 1989, the adidas ZX 5000 running shoe became established as ideal for middle to long distance runners, and the incorporated torsion bar allowed flexibility for the foot while still providing support and stability. Based on 1994’s Response Trail, the ZX 5000 Response has been reinvigorated for the modern day with an updated upper and ZX 5000 tooling. The Response Trail, with its unparalleled stability, was originally designed for the toughest and most ambitious runners, and adding key elements from the ZX 5000 provides a shoe that is sure to lead the pack.

The selection of nine shoes, showcased by the [RUN THRU TIME](http://www.area3.co.za/blog/adidas-originals-run-thru-time/) campaign, incorporate three iconic running silhouettes – the ZXZ ADV from the 80s; the ZX 5000 Response from the 90s; and the Adizeros Adios 2 from the 00s.

[Chris Saunders](http://chrissaunderssa.blogspot.com/) was tasked with representing the launch of this pack through a 3-part series of short films whereby each film is created to represent a decade and attempts to reflect the personality of each of the three cities highlighted (Cape Town, Johannesburg and Durban).

[The 80s launch,](http://www.area3.co.za/blog/run-thru-time-with-adidas-originals-2/) which was held and shot in Cape Town, portrayed a more chilled, laid-back scene, whereas inner-city Johannesburg provided the perfect background for the frenetic and high-pace energy of the 90s. From the clothing piles of Joubert Park to the annual highlight of the street culture scene, STR.CRD, the video follows the ZX 5000s all over this multi-faceted city.

To view the short film [click here](http://www.area3.co.za/blog/run-thru-time-with-adidas-originals-4/)

The RUN THRU TIME range will be available only at [adidas Originals](http://www.adidas.co.za/storefinder/#/) Canal Walk and V&A Waterfront (Cape Town) as well as Menlyn Park Shopping Centre (Pretoria), [a store is good](http://www.astoreisgood.com/) (Cape Town), [Shelflife](https://www.shelflife.co.za/) (Cape Town), and SOHO (Durban), and only 429 pairs are available countrywide.

More details on the 00s range will be released closer to the drop date, 17th October.

# To more information visit [AREA3 blog](http://www.area3.co.za/blog)