



  
adidas®  
ZX FLUX

SS14 TOOLKIT

# ORIGINAL DNA. IN ITS SIMPLEST FORM.

When it was first released in 1989, the ZX 8000 shoe was more than just a new shoe. Part of the pioneer ZX Family, it was a calculated step forward that captured the hearts of dedicated athletes and street-level casuals the world over.

Crucial technologies brought the best performance out of every wearer, such as SoftCell technology in the heel and the revolutionary Torsion system that allowed free and natural movement of the foot. Moving outside, the now-iconic TPU heel cage provided vital support and a futuristic look that shook the ground from the start.

The true impact of the ZX 8000 shoe, however, was its larger than life looks. The OG Aqua colourway took the sneaker community by storm with contrast violet panels and lemon yellow 3-stripes, and the iconic outsole tooling left a mark that continues to resonate today. Built for the trendsetters looking to turn heads, the shoe would make regular returns throughout the 90s in bold colourways that were consistent in setting the streets alight.

25 years on, the ZX 8000 shoe is a testament to the style-conscious creativity & relentless passion that first brought it to the streets, while the ZX fusion of innovative new technology and instinctively clean aesthetics continues to create shoes that leave lasting impressions. In the next-generation ZX FLUX, the ZX 8000 shoe's formula takes a brand new direction that strips the excess to the strictly essential.

From the legacy of a futuristic silhouette that dared to be different, the new ZX FLUX offers understated style that's ready to perform - a blank canvas waiting for the mark of the pioneers putting it on. It's been a bold and daring journey. Now it's ready to go harder than ever.

**#ZXFLUX**

@adidasoriginals / #adidasoriginals

Leila Fataar (Senior Global PR Manager) [Leila.Fataar@adidas.com](mailto:Leila.Fataar@adidas.com)

#ZXFLUX

# CONTENTS

1. PRODUCT PHOTOGRAPHY
2. PRODUCT LOOKBOOK
3. ZX FLUX VIDEO
4. SOCIAL FORMATS
5. DESIGN ASSETS
6. DOWNLOAD

# 1. PRODUCT PHOTOGRAPHY



#ZXFLUX

## 2. PRODUCT LOOKBOOK



## ORIGINAL DNA. IN ITS SIMPLEST FORM.

When it was first released in 1989, the ZX 8000 shoe was more than just a new shoe. Part of the pioneer ZX Family, it was a calculated step forward that captured the hearts of dedicated athletes and street-crowd rebels the world over.

Crucial technologies brought the best performance out of every wearer, such as SoftCell technology in the heel and the revolutionary Torsion system that allowed free and natural movement of the foot. Moving outside, the non-toxic TPU heel cage provided vital support and a futuristic look that shook the ground from the start.

The true impact of the ZX 8000 shoe, however, was its larger than life look. The OG Aqua colourway took the sneaker community by storm, with contrast suede panels and iconic yellow 3-strips, and the iconic outsole looking like a mark that continues to resonate today. Built for the trendsetters looking to turn heads, the shoe would make regular returns throughout the 90s in bold colourways that were consistent in setting the streets alight.

25 years on, the ZX 8000 shoe is a testament to the state-of-the-art creativity & fearless passion that first brought it to the streets, until the ZX Family of innovative new technology and expertly clean aesthetics continues to create shoes that never fading impressions. In the next generation ZX FLUX, the ZX 8000 shoe's formula takes a grand new direction that strips the excess to the simply essential.

From the legacy of a futuristic silhouette that dared to be different, the new ZX FLUX offers understated style that's ready to perform - a blank canvas waiting for the mark of the wearer's putting it on. It's been a bold and daring journey. Now it's ready to go harder than ever.

### #ZXFLUX

RedBosonprints / RedBosonprints

Photo: © Steve Berman/RedBosonprints.com

ZX FLUX READY - APRIL 2014



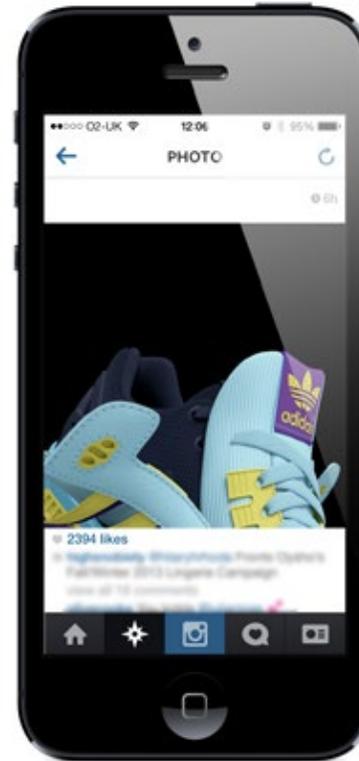
#ZXFLUX





#ZXFLUX



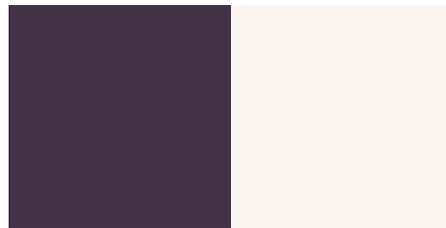


#ZXFLUX

## 5. GRAPHIC ELEMENTS



ORIGINAL DNA.  
IN ITS SIMPLEST FORM.



DOWNLOAD



Leila Fataar (Senior Global PR Manager) — [Leila.Fataar@adidas.com](mailto:Leila.Fataar@adidas.com)

adidas AG  
Adi-Dassler-Straße 1  
91074 Herzogenaurach