# adidas Originals launches ZX Flux this April

When it was first released in 1989, the ZX 8000 shoe was more than just a new shoe. Part of [adidas Originals](http://www.adidas.co.za/originals/)’ pioneering ZX Family, it was a calculated step forward with a silhouette that captured the hearts of dedicated athletes and street-level casuals the world over.

Crucial technologies were designed to bring the best performance out of every wearer, such as SoftCell technology in the heel and a brand new Torsion system with a split sole for free, independent movement of the forefoot and heel. On the outside, the ZX 8000’s now-iconic heel cage provided vital support and a futuristic look that shook the ground from the start.

But the true impact of the ZX 8000 was its larger than life looks. The shoe’s original Aqua colourway took the sneaker community by storm with contrasting panels of violet and lemon yellow 3-stripes, and the now iconic outsole tooling left a mark that resonates even today. Built for the trendsetters ready to turn heads, the shoe would make regular returns throughout the 90s in bold new colourways that never failed to set the streets alight.

Twenty five years on from its conception, the ZX 8000 is a testament to the style-conscious creativity and pioneer spirit that first brought it to the streets. The ZX Family’s fusion of innovative new technology and instinctively clean aesthetics consistently creates shoes that leave lasting impressions. With the next-generation of ZX, the ZX 8000’s formula takes a brand new direction, stripping 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.

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