# adidas Originals SS14 Hamburg March release

First released in 1982 as a straightforward training shoe, the Hamburg model experienced accidental success when its street-ready silhouette struck a chord with the emerging casual movement of the 80s. Featuring a classic T-toe design and unique outsole built for performance and longevity, the Hamburg shoe was a true blend of form and function.

Returning for SS14, the shoe has been reproduced in two classic City colours from the archive, each as clean and casual as they come.

True to the template right down to its translucent sole with iconic tooling, the Hamburg shoe returns in classic form for a brand new generation of trendsetters.

Available this March at adidas Originals stores in Canal Walk and the V&A Waterfront in Cape Town, and Menlyn Park Shopping Centre in Pretoria.

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