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Following the success of court classics of the 1970s that struck a chord with both athletes and style-conscious casuals, a new breed of athlete was emerging. With running quickly entering the global stage, a new formula was needed to bring optimum performance to a brand new game, heralding in a brand new age of athletic footwear. In 1984, the adidas ZX Series was born.

From the humble beginnings of the ZX 500 model, the ZX Series championed road-tested technologies and forward-thinking creativity, and over the next three decades would create iconic silhouettes such as the ZX 700 and the ZX 8000. Committed athletes quickly adopted the Series' forward-thinking technologies into their daily regimes, while head-turning subcultures soon fell for the family's trademark bold colourways and space age aesthetic.

Whether breaking a personal best or making a statement on the streets, the ZX Series stays true to its task and true to the Originals story of pioneer athletics with a progressive aesthetic. Thirty years down the line, the story is still being written.

ZX 100

With fluid lines and a progressive silhouette, the ZX 100 is a calculated runner injected with the DNA that forms the foundation of the ZX Series.

Faithful to the formula of 1980s footwear, the ZX 100 features a dye-cut EVA outsole and a classic mesh-suede construction with window panels that frame the iconic three-stripes.

Moving beyond the specs, the ZX 100's organic design and practical considerations come together to create a true ZX running trainer with an original blend of intuition and natural style.



ZX 100



ZX 100



ZX 100



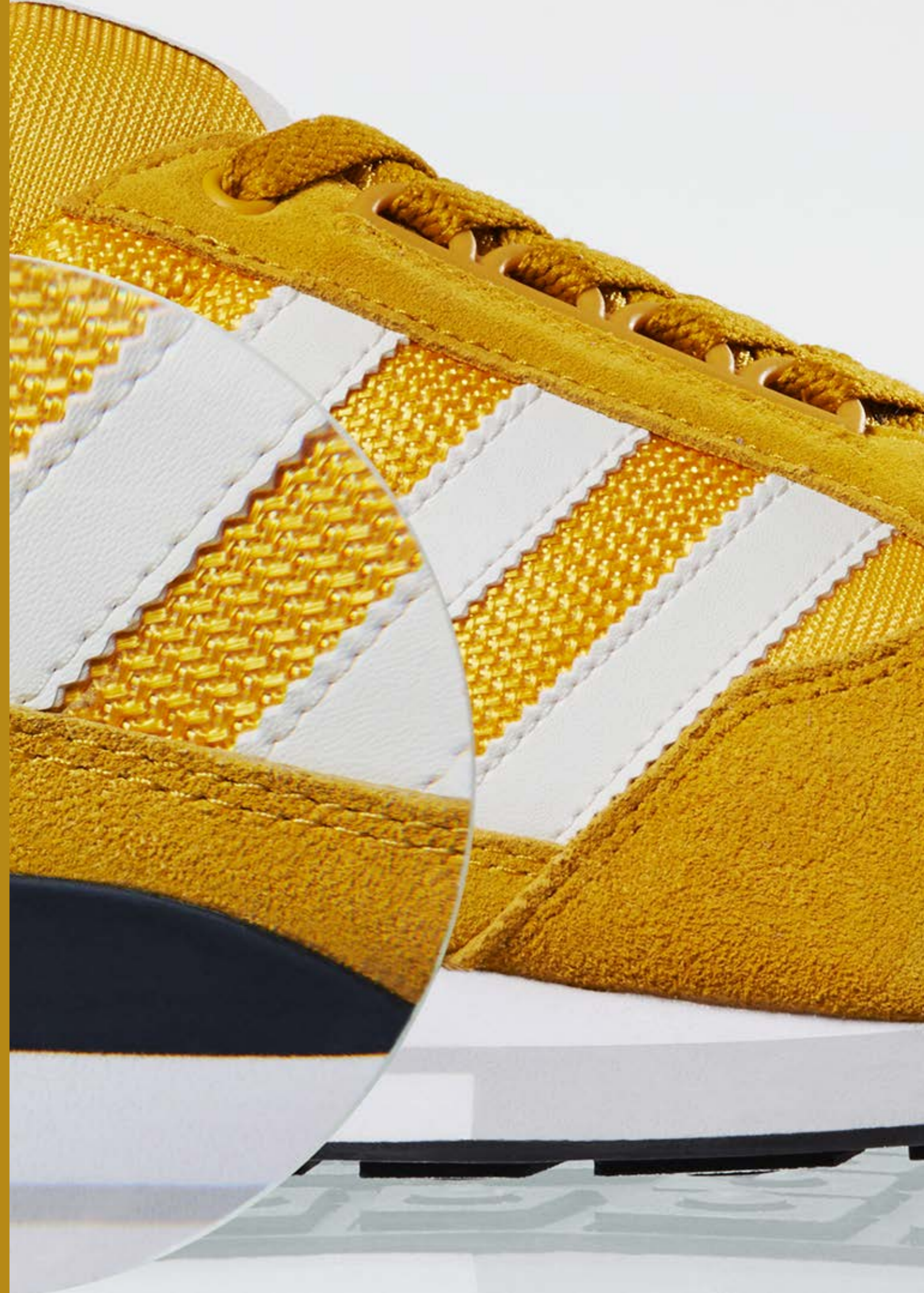
ZX 500

First hitting the streets in 1984, the ZX series was born as a response to the requirements of runners of all types. Like the Tennis shoes of the 1970s, it was the forward-thinking features of the ZX Series that raised the bar in both sport and style.

Entering a new realm of performance footwear, the ZX 500 was one of the first to come out of the series and immediately struck a chord with style-conscious casuals on the stadium terraces. Its futuristic silhouette truly catered to long-distance running where performance matters most, but also set a precedent of style for running shoes to come along the way.

Lightweight and versatile, the ZX 500 took a bold first step to offer something new, with a mesh upper and a new outsole design that spread pressure across the sole. Finished with a dual-density EVA midsole and extended heel-counter for stability, the shoe's commitment to the athletes also made an essential new trainer that turned heads from the track to the terrace. Now one shoe in a family, the ZX 500 model's technical prowess still shines through as a testament to the power of responsive design.

The next three decades would see each new model building upon the foundation of fashion and function; now with thirty years under its belt, there's no question that the ZX 500 built that foundation on solid ground.



ZX 500



ZX 500



ZX 500



ZX 630

Pushing further into the future with the ZX Series, the new ZX 630 presents a contemporary take on classic performance footwear. With subtle nods to models across the ZX Family, this new silhouette takes a classic suede-mesh construction to create a ZX shoe that's true to the times.

With its heart in the origins of the ZX Story, the ZX 630 takes classic 80s aesthetic with organic lines and a rugged outsole that's built to perform.

Clean colour bases are offset with crisp accents on the laces and 3-stripes while a classic TPU heel clip sets the tone with no hesitation. All of this is rounded off with classic EVA-injected outsoles and a cushioned mesh lining.

With its bold, angular silhouette and outspoken aesthetics, the ZX 630 is immersed in the vibrant subcultures that made British sneaker culture matter. Tuned to the past with a contemporary touch, the ZX 630 culminates as a symbol of classic performance footwear for the trendsetters of today.



ZX 630



ZX 630



ZX 630



ZX 5000

Throughout the ZX Series' history, few shoes pushed forward to the future like the ZX 5000. Following the groundwork laid by models before it, this iconic shoe blended crucial elements of the ZX Series into a brand new design, culminating into a true symbol of performance footwear.

Contrasting with its rough and rugged predecessors, the ZX 5000 was intended as a lightweight runner with a focus on comfort. This was achieved through ultra-lightweight Polypag foam on the upper, reinforced with synthetic suede panels in all of the crucial areas.

What's more, a brand new outsole design introduced a vital rotation zone and the Torsion system that allowed free independent movement of the forefoot and heel. With the finishing touch of an embossed rubber heel cage, the shoe gave subtle hints to the change that was still to come in this pioneering series.

Ultimately, the ZX 5000 presented a new approach to performance footwear; one that championed innovative footwear that actively adapted to the user, and not the other way around. For the trendsetters, however, it was foot-first leap into the future that offered a totally new style to be adopted and adapted.



ZX 5000



ZX 5000

RESPONSE

With a stripped down structure and a commitment to the future, the ZX 5000 RSPN boldly reinvents the ZX '000 aesthetic for 2014 in vivid new colourways and all of the original edge.

Starting with a classic construction of mesh with synthetic suede panels, the iconic ZX '000 cage has been stripped from the heel and replaced with a slick leather tag, while the introduction of an inner

sock liner brings the series forward with an unparalleled comfortable fit. The shoe also incorporates aspects of 90s trail running shoes such as a rugged outsole design, fine-tuned for optimum responsiveness.

Capped off with floating 3-stripes and a clean run of colours, the ZX 5000 RSPN's contemporary approach stays true to the ZX tradition of technical trainers that keep turning heads.



ZX 5000
RESPONSE



ZX 5000
RESPONSE



ZX 700

Firmly familiar even today, the release of the ZX 700 in 1985 was far from a quiet affair. Bold and boisterous, the shoe took the classic runner silhouette and brought it to life.

Eyes set firmly forward, the ZX 700 took stylistic cues from 1984's ZX 500 silhouette with brand new materials and an aggressive design aesthetic to produce a totally new shoe.

In the ZX 700's upper, a combination of polyester mesh and polypag foam offered a lightweight and versatile runner while new synthetic suede on the reinforcement panels maintained the shoe's road-ready resilience as well.

Moving onto the midsole, a combination of polyurethane and EVA provided reflexive cushioning and rugged durability in all the right places, and a combination of traditional and ghillie lacing systems complimented subtle adjustments in the heel-stabiliser to shed vital weight and provide the wearer

with the best possible comfort and support.

As is the case with many iconic runners, the shoe was also a winner in the style circles. Bold two-tone colour schemes were splashed with the contrasting 3-Stripes mark, heel-tab and midsole accents that brought the shoe to life, and the introduction of reflective inserts on the heel and toebox marked a development that would bring real benefits to athletes on the road and a dazzling new look to the stylists on the sidewalks.

Almost thirty years on, the ZX 700 regularly appears in the marketplace, demonstrating its continuing cultural presence. With its jagged wave-profile outsole and daring angular aesthetic, there was no way the ZX 700 was ever going to be less than larger than life, and it was precisely this spirit that made it a trainer of the choice for cultures that lived the very same way. That being considered, it's no surprise to see the heart of the ZX 700 still beating thirty years later.



ZX 700



ZX 700



ZX 700



ZX 700



ZX 700



ZX 700



ZX 710

One of the lesser-known models from the ZX Series, few shoes can stake as big a claim on versatility as the ZX 710. First released in 1987, its silhouette serves up subtle nods to previous ZX concepts, ultimately presenting one of the boldest designs to come out of the ZX series.

Designed with all athletes in mind from the casual to the competitive, the ZX 710 model combined vital technologies with straightforward good design to create the optimum running shoe. A blend of mesh and leather on the upper ensured the shoe would be lightweight and breathable with Polypag mesh around the tongue and collar for optimum cushioning.

Elsewhere, an updated dual-density midsole combined with a split tooling to implement a dellinger web along the forefoot and a vital PU heel counter at therear. A neweyestay overlay also brought the shoe into form with the foot to guarantee the best possible performance.

A true pioneer, the ZX 710's striking silhouette ensured every aspect of the shoe was up to the task at hand, and happened to create a great looking shoe for the casuals looking for the latest hit. With its legacy most visible through the echoes of its influence in countless models that would follow, the ZX 710 now stands as a symbol of uncompromising aesthetic; one that does whatever is necessary to create the next champion.



ZX 710



ZX 710



ZX 710



ZX 710



ZX 750

One of the most distinctive silhouettes of the ZX Series, the ZX 750 was originally conceived as a contemporary update to the straight-up running silhouette of the ZX 700, but quickly captured the hearts of style-conscious casuals with its slick lines and bold colour combinations.

With the model 700's athletic prowess reinstated in full, the ZX 750 model still boasts the most vital technologies in performance footwear, most notably the graduated dual-density midsole that used accented inserts to ensure that every element of the sole performed to its optimum potential.

Designers placed suede overlays in vital areas to make the shoe lightweight without sacrificing vital structure, and a lace overlay ensured that the shoe's calculated fit could truly perform as intended. This was

capped off with the seminal Torsion system and the now-iconic heel counter, molded from thermoplastic polyurethane to provide reflexive, reactive support.

What completed the shoe's story was a colour palette to be envied. Bold colour palettes brought a depth of character to its no-nonsense silhouette, something that never went unnoticed with the straight-talking subcultures.

A confident blend of functionality and fresh aesthetics, there are few shoes that can claim to have shaken the terrain like the ZX 750 model did in all realms, from the track to the terrace; its story begins in the very foundation of the ZX Series, but with its eyes-forward approach to design, the ZX 750 model truly has a story all its own.



ZX 750



ZX 7500

Building on the larger-than-life legacy of the ZX '000 series, adidas introduces the ZX 7500, a brand new silhouette for 2014.

The ZX 7500 takes nods from the design of the ZX 750 to create a brand new silhouette that pulls no punches. The construction is classic, using mesh with suede overlays, but a new approach sees the shoe rejecting the natural order in favour of rebellious lines and an unfaltering modern aesthetic.

Every inch of the ZX 7500 offers a new approach with a modern

mentality; a new overlay eyelet extends boldly out from the heel, while accents on the outsole show clear intent to turn heads. The new silhouette also introduces a mid-top cut that to the series that brings a whole new character of aggressive athleticism.

Taking the track-ready technology of the original ZX Series and applying it to a ZX '000 for 2014, the ZX 7500 presents a trainer for the times with a look built to last. Good design performs, but a true champion turns heads.



ZX 7500



ZX 7500



ZX 8000

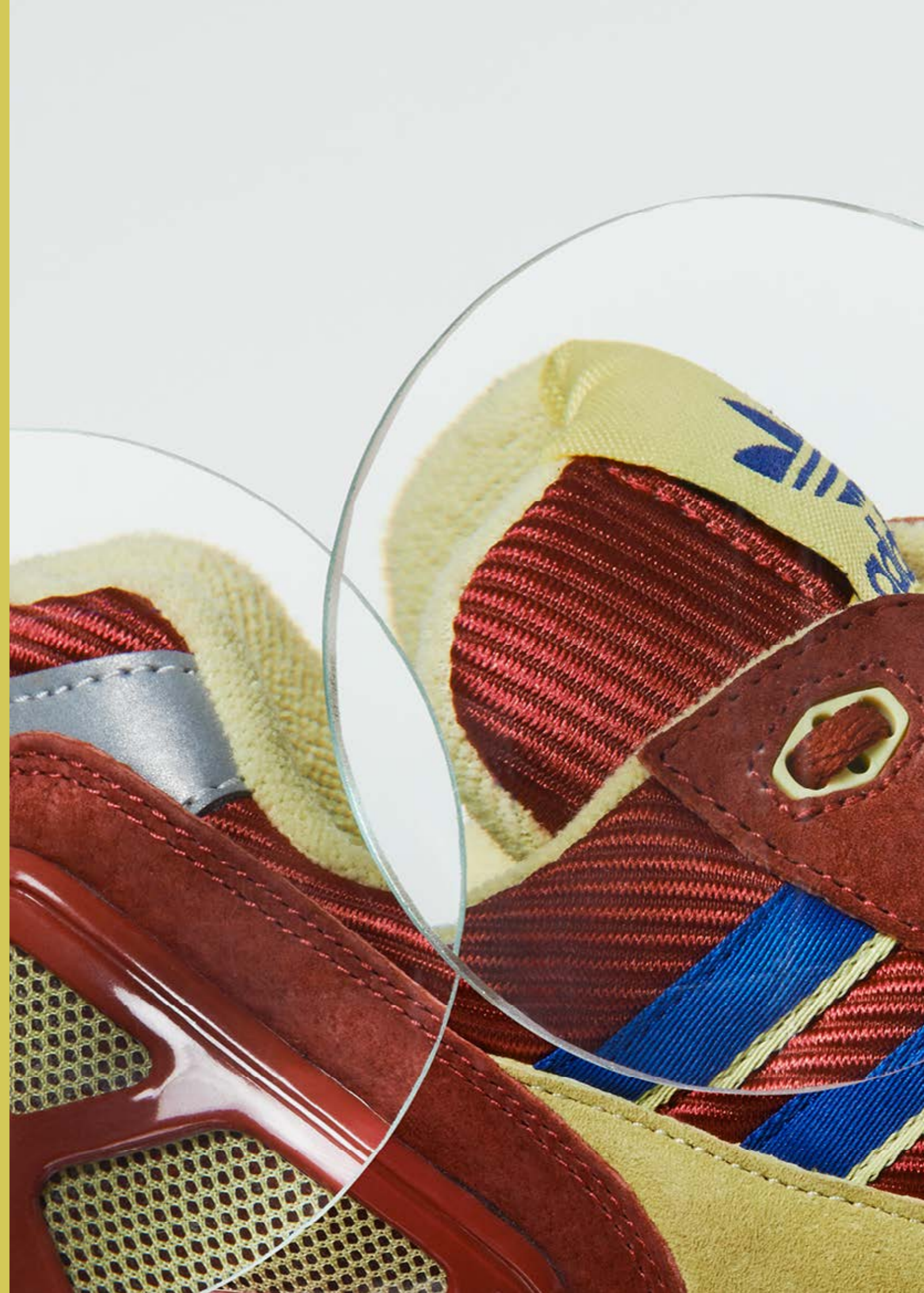
First hitting the streets in 1989, the ZX8000 was more than just a new shoe. Part of the progressive ZX '000 series, the shoe captured the hearts of dedicated athletes and street-level casuals the world over with its futuristic design and forward-thinking technologies.

The ZX8000 was a calculated and considered shoe, designed to bring the best performance out of every wearer with SoftCell technology in the heel for optimal cushioning on contact and a brand new Torsion system outsole that offered free independent movement of the forefoot and heel.

That being said, what really took the sneaker community by storm was the ZX 8000's bold design and big looks.

The OG Aqua colourway's contrasting panels of violet and lemon yellow within the 3-Stripes mark and now-iconic outsole tooling left an impression on the landscape that still resonate even today. Feet firmly on the ground, the shoe would make regular returns throughout the 90s in vivid colourways that never failed to set the streets alight.

A testament to the style-conscious creativity & pioneer spirit that runs through the entire ZX Series, the ZX 8000's daring fusion of innovative new technology and instinctively clean aesthetics culminated in a shoe that left lasting impressions. From athletics to aesthetics, from record breakers to beat makers, it's a shoe that lives and breathes the cultures that gave it life.



ZX 8000



ZX 8000



ZX 850

A modern interpretation of a street style classic, the ZX 850 was a reinterpretation of the classic ZX 800. This new model presented a combination of tried and tested technologies and straightforward style to satisfy both committed athletes and a committed street following.

Blending together the best of its brotherhood, the ZX 850 used vario lacing for a comfortable fit as well as mesh and synthetic suede construction to make the shoe lightweight and breathable.

The series assumed a whole new air of style, however, with subtle accents along the side panel and 3-stripes and an extended heel-counter

that transformed the silhouette into something totally new for the 3-stripe fanatics. The original ZX 800 would make serious waves only months later, the London Posse cementing its street credentials with full ZX 800 uniform on the back of their 'London Posse 7'; a true founding father of contemporary British sneaker culture.

The shoe's combination of action and aesthetic set a new standard in performance footwear and the organic lines of its intuitive silhouette can still be seen in the landscape today. As a tribute to a true pioneer, the ZX 850 represents a turning point that said the ZX Series had put its foot down as a pioneer of the next step.



ZX 850



ZX 850



ZX 850





PREMIUM

Taking the superstar ZX Series straight back to its humble beginnings, the ZX Premium is a tribute to the trendsetters that originally made the Series a champion; the casuals.

A total reinterpretation of the ZX Concept, the ZX Premium takes its cue from classic models like the ZX 700 and ZX 800 and strips the style down to the core, with clean pastel colour palettes keeping things crisp for the summer season.

Ornamentation has been stripped in favour of a slick canvas upper with no extra baggage while an outsole with hints of the ZX heritage brings the shoe back into the family by celebrating its trendsetting tradition.

By blending the traditional terrace taste of the 80s with contemporary minimalist aesthetic, the ZX Premium encapsulates the spirit of the ZX Concept, remembering its roots and continuing an organic progression of slick, intuitive design.



ZX PREMIUM



ZX ZERO

Presenting a refreshing new interpretation of the iconic ZX running shoe the ZX Zero utilises a mesh-bootie upper that attaches to a synthetic cage overlay to optimise comfort, whilst technical features such as ADIPRENE® cushioning and reflective heel details ensure that

the ZX Zero shoe is built for purpose and ready to perform. For SS14 it is offered in three colourways with an off-white outsole and contrasting heel detail, the ZX Zero presents a lightweight performance shoe with the original ZX DNA of style, strength and stamina.



ZX ZERO



ZX 9000

Part of the progressive ZX '000 Series, the ZX 9000 shoe model was first released in 1989 as a next level runner with excellent control. Pushing the ZX concept to its most progressive, the shoe's combination of calculated design and space age aesthetic made striking impressions.

The ZX 9000 model's futuristic combination of synthetic suede, nylon mesh and Polypag foam in the upper made it durable and lightweight, while the signature ZX '000 heel cage provided stability; the shoe also boasted a healthy hit of tech with a Torsion system in the sole and the

shock-absorbing SoftCell in the heel. Combined with the shoe's fluid lines and distinct outsole tooling, the result was a strategic running shoe with street style.

Now a true icon of the boundary-pushing elements of ZX, the ZX 9000 shoe represents a crucial moment for performance footwear that saw relentless creativity and progressive, responsive design working in unison. The result was a strategically stylised running shoe with aggressive street edge – one that continues to turn heads 25 years later.



ZX 9000





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