**adidas Originals by Rita Ora FW14**

Spinning [adidas Originals](http://www.adidas.co.za/originals/Originals%2Cen_ZA%2Csc.html) a new line with a fresh take on classics infused from one icon to another, the debut FW14 adidas Originals by Rita Ora collaboration sees the brand with the three stripes hook up with an award-winning pioneer of stage and style.

Known as much for her fearless take on fashion, as for her head turning musical collaborations, [Rita Ora](https://www.facebook.com/RitaOra) has carved herself a pedestal for her energy and original spirit.

Now Ora collaborates with adidas Originals in a three season collaboration; a match brought about by a mutual admiration for breaking the rules and our shared rebellious natures.

Rita says: "The collaboration came about through mutual love and appreciation. I have always been a fan of adidas Originals and respect what they stand for in their fearlessness and originality. I worked very closely with adidas Originals to put a personal touch in every piece with connections to my music, my career and my life. I’m really proud of the collection and beyond excited for my fans to get their hands on it!"

For FW14, expect heritage classics carved up, recut and emblazoned in bold graphics and vibrant colours, brought to life by the hottest name in music at the moment.

Follow adidas Originals on Instagram [adidasZA](http://instagram.com/adidasza) and on Twitter [@adidasZA](https://twitter.com/adidasZA)

For more information on adidas-related news visit the adidas [News Stream](http://news.adidas.com/ZA/ORIGINALS)

Unlock [the adidas vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage.

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**About adidas\* Originals – The iconic sportswear brand for the street** (\*adidas always written in lower case)

Adi Dassler’s vision was to provide every athlete with the best footwear for his or her respective discipline to help them get better, faster and stronger. This principle guided Dassler through his career until his death in 1978. With 700 patents and other industrial property rights worldwide, Dassler’s works speak for his permanent quest for perfection. His belief and tenacity still lives today in three adidas sub-brands—adidas Sport Performance, adidas Originals and adidas Sport Style.

Although the iconic 3 stripes have been the mark of an adidas sports shoe since the formation of the company in 1948, it was when the company expanded into the leisure sector in the 1960’s that founder Adi Dassler – and his wife Käthe – sought a new, additional identification mark for the brand.

In August 1971, the Trefoil was born out of more than 100 ideas. Inspired by the 3 stripes, it is a geometric execution with a triple intersection, symbolising the diversity of the adidas brand and was first used in 1972 at the Munich Olympic Games, and has since become one of the most famous brand emblems in the world, celebrated its fortieth anniversary last year.

adidas Originals is the iconic sportswear brand for the street. It is born in sport heritage, but lives in contemporary lifestyles and strives to inspire all in their everyday lives. Innovative, classic and always authentic – there are certain values that adidas Originals stands for: authenticity, creativity and individuality.

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