**adidas Originals ZX Flux Future Collectors video series featuring Johan Venter**

Continuing the ZX Flux story, [adidas Originals](http://www.adidas.co.za/originals/Originals%2Cen_ZA%2Csc.html) casts the spotlight on influencers from different backgrounds. Chosen for their unique point of view and determination to making a name for themselves, these individuals truly exemplify what is to be an original.

In the second of three short films local DJ/producer and manager of the adidas Originals [AREA3](http://www.area3.co.za/) experiential space, Johan Venter aka [Women Who Kill](https://www.facebook.com/womenwhokill), shares his inspirations and goals, and how ZX Flux fits into his world.

**See the interview with Johan Venter** [**here**](http://youtu.be/F9TEOuxEGfQ)**.**

In person, he went on to say:

***adidas Originals: Tell us a bit about yourself.***

*Johan Venter: I’m a musician, electronic music producer, remixer, collaborator, party-thrower, DJ and friend who graduated from the School of Rock. I don’t eat meat and I whistle a lot. I have a dream.*

***aO: What's the one moment when you realised what you wanted to dedicate your energy to?***

*JV: There is a photo at my parents’ house of me, aged two on a heap of my dad’s vinyl collection with headphones on. I’d definitely say somewhere around there I knew I was hooked.*

***aO: What local inspirations have been a huge influence on you and how are you taking it in your own, unique direction?***

*JV: We live in such a colourful and vibrant country; inspiration is all around you. It all just depends whether you are open-minded enough to find it. For me, I prefer to paint the world in sound. The whole world is watching South Africa closely to try and guess our next move. Musically, I have to say the African Dope crew started it all electronically for me; Marcus Wormstorm, Felix Laband, Sibot, Krushed and Sorted, and Kalahari Surfers.*

***aO: What's your vision? What is the new legacy you are looking to create in South Africa?***

*JV: As a multi-disciplined artist I would say perfecting my skills and learning new ones. I want to be talked about and remembered as influencing or shaping a certain style. They say a song can trigger a lost memory. I want to be that trigger.*

***aO: How do you use local platforms to build your unique brand? How does living in South Africa affect your brand?***

*JV: There’s something special about releasing a track, being on stage or behind the DJ booth hard at work, then looking up and seeing everyone on the floor smiling and grooving as one. Knowing everything at that exact space in time is perfect. I guess that’s what I aim for in my art and how I build my brand: with smiles.*

***aO: How have you incorporated adidas Originals ZX Flux into your lifestyle/aesthetic?***

*JV: You are unique and have your own personal style. Not everyone’s going to get it, but once you understand yourself better than anyone you become confident in yourself and can conquer the world. I’m on my feet a lot and need to be comfortable in whichever situation I am in, yet need a shoe that compliments my personal style.*

***aO: How is adidas Originals relevant to South African consumers?***

*JV: We are a walking/dancing nation. With adidas Originals ZX Flux has transformed your conventional running shoe into an essential fashionable sneaker, which can be fitted to suit your mood or look. adidas Originals has always been on top of their game and keep pushing the envelope; not just shoe-wise, their fashion game is on point and appeals to a majority of people.*

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

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.

-ENDS-

**About adidas\* Originals ZX Flux** (\*adidas always written in lower case)

When it was first released in 1989, the ZX 8000 shoe was more than just a new shoe. Part of adidas 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.

The ZX Flux is the next stage in a constant evolution – the DNA of ZX in its purest form. Presenting the original ZX Flux model in six unique silhouettes, the [Base](https://www.dropbox.com/sh/059v8l72lgwcdx8/dfU-1myHCL) Pack makes the statements that ZX is known for, in popping orange and lime colourways alongside tonal black and grey models. Dressed up or toned down with subtle 3-stripe and heel cage accents, the pack demonstrates Flux’s fluid ability to turn heads.

The story continues with the ZX Flux [Photo Print](https://www.dropbox.com/sh/q595siq56fosrei/L8XyC0trdi) Pack. A variety of digital-print patterns have been applied to the ZX Flux to create models that pioneer progression.

And finally, true to its task and even closer to the core, the ZX Flux [Weave](https://www.dropbox.com/sh/k2m6wtlg73uexl3/uDPSqODEFD) Pack’s singular woven upper writes a whole new chapter for ZX style. With clean graphic overlays and classic ZX accents, the foundations stay rooted and the form stays fluid.

ZX Flux is now available at adidas Originals stores in [Canal Walk](http://discover.adidas.co.za/storefinder/#/storeID/ZA11RUUj4MmJiUSP1vNsZO81tQ/) and [V&A Waterfront](http://discover.adidas.co.za/storefinder/#/storeID/ZA11mstYA-fVU0ep5vPUKIddDA/) (Cape Town), [Menlyn Park Shopping Centre](http://menlynpark.co.za/adidas.htm) (Pretoria) as well as at select [Stuttafords](http://www.stuttafords.co.za/), [Sportscene](http://www.sportscene.co.za/default.aspx), [Studio88](http://www.studio-88.co.za/), [Smith and Abrahams](http://smithandabrahams.co.za/), [X Trend](http://www.legacylifestyle.co.za/xtrend), Soho and [a store is good](http://discover.adidas.co.za/storefinder/#/storeID/ZA11yNvHsue6cEC3U9j8fkNWvg/) stores.

Issued on behalf of: Fabrizia Degli Esposti, Brand Marketing and PR Specialist – Style at adidas South Africa

 Fabrizia.DegliEsposti@adidas.com

Issued by: Nashane Mariah, Account Executive at Ogilvy Cape Town

 Nashane.Mariah@ogilvy.co.za