**adidas Originals FW14 Zx Flux Women’s Weave Pack – In Store Now**

[adidas Originals](http://www.adidas.co.za/originals/Originals%2Cen_ZA%2Csc.html) presents the ZX Flux Women’s Weave Pack, an eye-catching execution using a one-piece woven upper that is both lightweight and more sustainable than the usual manufacturing techniques.

Going back to basics, the shoe has a deconstructed feel to it; both simplistic and complex at the same time featuring a contrast patterned lining. Drawing on its running heritage, the ZX Flux utilises the ZX tooling and heel cage, but still evokes a feminine look and feel with its lighter colour combinations and slim, refined silhouette.

The 3-Stripes is incorporated in the weave in a complementary, yet striking way, whilst pops of contrast colour peep out from the tongue on the label.

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.

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)

For SS14, adidas Originals introduced the reincarnation of an icon in the form of the ZX Flux. Born from ZX 8000 running heritage, the shoe is informed by its predecessor’s larger-than-life attitude, built on the Torsion tooling and retaining the much-loved heel cage.

With its minimal upper construction and fast toe-down shape, what the ZX Flux brings is a stripped back silhouette that offers a blank canvas for versatile treatments, both graphically and materially. From clean tonal mesh and weave executions to photo-real digital prints and archival colourway tributes, ZX Flux captures the attention of everyone with an imagination.

Over the course of FW14, the infinite possibilities of the ZX Flux are continually pushed in new and unexpected directions. Fashion-forward crowds will be drawn to tonal packs that experiment with texture such as neoprene and GORETEX®; bolder consumers enticed by the printed and woven patterns; while altered outsoles and tribute colourways will impress old and new sneakerheads alike.

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