**adidas Originals AREA3 Broadsheet - Fifth issue on street this week**

The fifth issue of the adidas Originals AREA3 Broadsheet will hit streets this week at all [adidas Originals stores](http://www.adidas.co.za/storefinder/#/) as well as selected retailers countrywide.

This edition was guest edited by [astoreisgood](https://www.facebook.com/astoreisgood) and celebrates their 10 year anniversary. “In this issue we asked some of our creative friends to join us in saying thank you to the Big A for being a pioneer in South Africa’s ever growing youth culture and for the support it has shown to astoreisgood. Here’s to the next decade,” says Dario Leite, co-owner of the trendy, Kloof Street store in Cape Town.

Featured creative geniuses include [Ben Johnson](http://benralphjohnson.tumblr.com/), who was responsible for designing exclusive artwork for the issue, long-time collaborators [Kope | Figgins](http://kopefiggins.com/), who photographed a unique shoot using various pieces from the FW14 collections, and the DJ collective [Private Life](https://www.facebook.com/PrivateLifeCT), who run a weekly night at [The Waiting Room](https://www.facebook.com/WaitingRoomCT).

Limited issues of the adidas Originals AREA3 Broadsheet Issue 5 will be 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/), [RAD The Store](http://radthestore.com/), [Shelflife](https://www.shelflife.co.za/), [Prime](https://www.facebook.com/PRIMESTORE) and [a store is good](http://discover.adidas.co.za/storefinder/#/storeID/ZA11yNvHsue6cEC3U9j8fkNWvg/) stores.

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**-ENDS-**

**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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