

THE FALL OF THE WALL 25th Anniversary Pack

MADE IN GERMANY

ALPHA

BRAVO

CHARLIE



INSTORE: NOVEMBER 8 2014



adidas®

From August 1961 to November 1989 Germany was divided along political lines, its ideology split between the free-market economy of the West and socialism in the East. To many, this division was embodied by the infamous Wall that stood between East and West Berlin for over a quarter-century, symbolising the chasm that had torn a nation in two. In 1989, following months of political changes in the Eastern Bloc and civil unrest across the country, the Berlin Wall was brought down and the people of Germany were reunited in an event that would be remembered as The Fall.



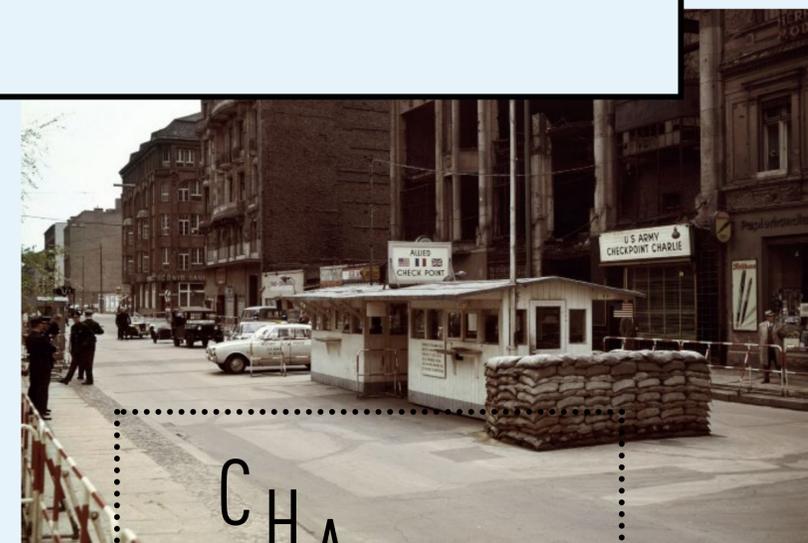
ALPHA



BRAVO

In tribute to the 25th anniversary of The Fall, adidas Originals presents a special pack - 'The Fall of the Wall'. Comprising three versions of the seminal ZX 8000 model, each shoe is inspired by and named after the three military checkpoints that allowed passage across the border between East and West Germany – Alpha, Bravo & Charlie.

Each shoe takes inspiration from its namesake, telling the story of the Fall through the unique roles that each checkpoint held during the division. Furthermore, each shoe is Made in Germany from premium suedes and leathers at the last remaining sneaker factory in the country, hallmarking this release as a deeply personal reflection on The Fall of the Wall.



CHARLIE















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