**ADIDAS ORIGINALS BRINGS SUPERSTARDOM TO SOUTH AFRICA’S STREETS**

**Cape Town, South Africa (12 January, 2015) –** To commemorate a year of tributes to what is arguably the most iconic sneaker design of all time, adidas Originals kicks of the New Year with the Superstar Vintage Deluxe pack with the Superstar model in its original form. From its origins as humble sporting equipment all the way through to its current stature as a global streetwear staple, the Superstar Vintage Deluxe is a fitting homage to a shoe that started a movement and which is steeped in a rich history that belies its simplicity.

The adidas Originals Superstar has gone on to achieve truly legendary status when it transitioned from the courts to the streets in 1969. It has been a mainstay of street culture ever since, representing creativity and diversity across the world. Embraced by street-style connoisseurs through the ages, the classic silhouette is still as relevant today as it was when it made that first game-changing step from sports culture to street-culture.

In a remake of the iconic model, the Superstar Vintage Deluxe pack features a premium boot leather construction across the upper with all of the original accents. The shoe’s signature gold tongue emblem completes the picture, celebrating the global legacy of the Superstar.

“The Superstar is not a trend or fad, it’s a classic. As relevant today as it was when it made that first game-changing step in the late 1960’s, the Superstar sneaker marries credibility with contemporary street style,” says Fabrizia Degli Esposti, adidas Originals Brand Marketing and PR Specialist.

The Superstar Vintage Deluxe has a recommended retail price of R1, 499.00 and is available at adidas Originals stores in [Canal Walk](http://discover.adidas.co.za/storefinder/#/storeID/ZA223356/) and [V&A Waterfront](http://discover.adidas.co.za/storefinder/#/storeID/ZA223355/) in Cape Town, and at [Menlyn Park Shopping Centre](http://www.menlynpark.co.za/storedetails.aspx?iStoreID=7) in Pretoria, as well as from the following stockists countrywide:

* a store is good
* Cross-Trainer
* Dapper Streetwear
* Dipstreet
* Prime Casual Wear
* Shelflife
* Side Step
* Skipper Bar
* Smith & Abrahams
* Sportscene
* Stuttafords
* The Jungle
* Totalsports

adidas Originals fans can expect to see a number of Superstar products and artist collaborations throughout 2015 as part of a [global campaign](http://www.adidas.com/originalsuperstar) which questions what it truly means to be a superstar.

The campaign launches with a 90 second short [film](https://www.youtube.com/watch?v=0HYGOB7Ofa0&feature=youtu.be) featuring David Beckham, Pharrell Williams, Rita Ora and Damian Lillard, each revealing that superstardom is not what you think it is.

“The campaign is aimed at inspiring creative courage without the need for external validation, and makes it very clear that whether it’s 1969 or 2015, there is no short cut to being a Superstar,” Degli Esposti concludes.

For more information on the campaign visit [www.adidas.com/superstar](http://www.adidas.com/superstar). Follow adidas South Africa on [Twitter](https://twitter.com/adidasZA?lang=en) (@adidasZA) and [Instagram](http://www.instagram.com/adidasza) (adidasZA) or join the conversation by using #adidasOriginals and #originalsuperstar. To find a store near you, click [here](http://discover.adidas.co.za/storefinder/#/).

**-ENDS-**

**Notes to editors:**

* adidas is always written with a lowercase ‘a’ – no exceptions
* For a full selection of both high and low res images as well as all relevant press material, please visit <http://news.adidas.com/ZA/Products/ALL/adidas-Originals-Brings-Superstardom-To-The-Street/s/8e7e50d1-ed3b-4ce5-a702-e8cc71237d12>
* For a comprehensive view on the adidas brand and background, please visit the adidas archive by clicking [here](https://www.adidas-archive.org/#/home/).

**The history of the adidas Originals Superstar**

Since its launch in 1969 the adidas Originals Superstar shoe has become an original street icon, playing a vital role in the crossover of sport and the sidewalks that gave birth to street culture. Embraced by street-style connoisseurs through the ages, the classic silhouette is still as relevant today as it was when it made that first game-changing step from sports culture to sub-culture.

When Superstar moved from the basketball courts to the streets in the 1980s, its legendary status was set. It was the official footwear of choice for party-starters of the early NY hip-hop scene. The Superstar ruled the 80s, but it’s simple, timeless silhouette is what makes it a classic today. From its origins as humble sporting equipment through to its current stature as a global streetwear icon.

**About adidas Originals – The iconic sportswear brand for the street**

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. It has since become one of the most famous brand emblems in the world.

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.

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

 fabrizia.degli.esposti@adidas.com

For media enquiries: Janine Laubscher, Senior Account Manager, Bletchley Park

 janine@bletchleypark.co.za

or

Dominique van Onselen, Head of PR, Bletchley Park

Dominique.v@bletchleypark.co.za