**adidas Originals releases Tubular Runner Primeknit Snake Pack**

Having set the pace in 2015 with an intuitive blend of athletics and aesthetics, the adidas Originals Tubular has made an enduring mark in both performance and casual footwear. This season the most progressive silhouette from adidas Originals meets the most advanced Primeknit technology…the result: the Tubular Runner Primeknit Snake Pack.

Primeknit technology- a method that digitally knits the entire upper in just one piece- uses knitted fused yarn that fine tunes the exact amount of flexibility and support needed in every part of the shoe. This means lightweight comfort that wraps seamlessly around the foot, whilst fewer materials produce less waste.

sRendered in a snake print Primeknit upper, the Tubular Runner’s clean visual language references integral moments in three-stripes innovation history and features technical features that ensure comfort and support for the wearer – a testament to the shoe’s unified form and function.

The Tubular Runner’s Primeknit snake pattern is combined with adi Film vacuum melted overlays creating a contemporary look that is ready to take center stage. Released in two colourways, the “Black Carbon” (executed with one piece of a black and grey knit weave) and “Blue Spice” (executed with one piece of light blue and grey knit weave), both these features rest atop the cushy, lightweight Tubular outsole system.

The Tubular Runner Primeknit Snake Pack will be available at AREA3 and 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 as well as [Menlyn Park Shopping Centre](http://www.menlynpark.co.za/storedetails.aspx?iStoreID=7) in Pretoria, from 1 July at a recommended retail price of R2299. To find a store near you, click [here](http://discover.adidas.co.za/storefinder/#/).

They will also be available to purchase at Shelflife, Anatomy and Prime. For more information, visit [www.adidas.com/tubular](http://www.adidas.com/tubular) and follow adidas South Africa on [Twitter](https://twitter.com/adidasZA?lang=en) (@adidasZA) and [Instagram](http://www.instagram.com/adidasza) (adidasZA).Join the conversation by using #adidasOriginals and #Tubular.

**-ENDS-**

**Notes to editors:**

* adidas is always written with a lowercase ‘a’ – no exceptions
* For a comprehensive view on the adidas brand and background, please visit the adidas archive by clicking [here](https://www.adidas-archive.org/#/home/).

**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: Ricole Green, Brand Activation Manager- Style, adidas Originals South Africa

[Ricole.green@adidas.com](mailto:Ricole.green@adidas.com)

For media enquiries: Janine Laubscher, Senior Account Manager, OFyt

[janine.laubscher@ofyt.co.za](mailto:janine.laubscher@ofyt.co.za)

or

Tara Bezuidenhout, Account Executive, OFyt

[tara.bezuidenhout@ofyt.co.za](mailto:tara.bezuidenhout@ofyt.co.za)