**adidas Originals Re-Interprets *Originals Is Never Finished* Video with Visionary Female Cast**

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**– adidas Originals re-interprets *Original Is Never Finished*  Video featuring an all female cast including Mabel, Petra Collins and Dej Loaf –**

**– adidas Originals remixes the iconic song “My Way” by Frank Sinatra –**

**– adidas Originals inspires a new generation to redefine the meaning of originality –**

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Herzogenaurach, 3rd April – adidas Originals launches a re-interpretation of its brand campaign video, *Original Is Never Finished,* with an all-female cast. Collaborating with creative visionaries, Petra Collins, Mabel and Dej Loaf, the video reaffirms the notion, original is never finished. With a radical re-interpretation of the iconic song, “My Way” by Frank Sinatra, *Original Is Never Finished* presents a provocative, reimagined approach to today’s streetwear culture and proves once again that if you push something far enough, it becomes original.

“As a brand we believe in creative freedom and are always challenging ourselves to push the bounds,” says Alegra O’Hare, VP of Global Communications adidas Originals & Core." It was a natural decision to re-interpret our very own video, celebrating the cast of female creatives at the same time we are introducing new styles of the Superstar shoe. It's a nod to a franchise embraced by the female consumer.”

*Originals Is Never Finished* brings to life the idea that recreating in your own way, will always lead to something truly original. In a scene with Petra Collins, the artist/ photographer, presents a subverted, striking visual sequence, re-imaging one of the most celebrated and recognized icons of beauty, *The Birth of Venus* by Sandro Botticelli, by challenging the notion of perceived beauty. In scenes featuring music creators, Mabel and Dej Loaf, both women make a statement by taking originality into their own hands, proving that they are truly doing things their own way.

First launched back in January, *Original Is Never Finished,* explores the brand’s philosophy, the past empowers the future, through a montage of scenes exploring the rich cultural history of all spheres of creativity, music, art, film and even sport.

**Link to Video:** [**https://www.youtube.com/watch?v=UeS86mO7GNA**](https://www.youtube.com/watch?v=UeS86mO7GNA)

**Video Credits:**

Creative Agency: Johannes Leonardo

Song: Remix of “My Way” by Frank Sinatra by recreated by Human

Petra Collins in “The Birth of Venus”

Mabel in “Tunnel”

Dej Loaf in “Inflated”

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**For further media information please contact**

**Notes to editors:**

**About adidas Originals**

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel ­­– adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.