**adidas Originals by BEDWIN 2013 Fall/Winter Lookbook**

[adidas Originals](http://www.adidas.co.za/originals) and Tokyo’s BEDWIN & THE HEARTBREAKERS present a seasonal [lookbook](http://originals.news.adidas.com/story/adidas-originals-by-bedwin-fallwinter-2013-lookbook) highlighting their upcoming range of footwear and apparel.

The latest looks in footwear and apparel from the upcoming men’s line sees BEDWIN reinterpreting iconic pieces found not only in its own line but also those found in the almanacs of adidas Originals’ 40 year heritage.

Bold hues and the unexpected placement of stripe motifs appear as a unifying factor throughout the collection as classic, tailored sportswear is paired with the likes of cropped trousers, button-downs, and even ties. Recalling the past while celebrating forward-thinking originality, select [adidas Originals by Bedwin 2013 fall/winter collection](http://originals.news.adidas.com/story/adidas-originals-by-bedwin-fallwinter-2013-lookbook) will arrive at [adidas Originals](http://www.adidas.co.za/storefinder) and [a store is good](http://www.astoreisgood.com/) this July and August.

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For more information on adidas-related news **visit** the adidas [News Stream](http://news.adidas.com/ZA)

**Unlock** [the adidas vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage

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#### 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.

#### 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.  It is marked by the iconic Trefoil logo that was first used in 1972.

#### Today, adidas Originals brings adidas heritage from the past into the now, playing on its ability to stay relevant for all walks of life regardless of time, place, style and passions.

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