**Calling all Originals!**

*adidas Originals puts out casting call for models*

[adidas Originals](http://www.adidas.co.za/originals) is looking for models for their next campaign.

They want real models.

Interesting models.

Original models.

You.

Pop round to [AREA3](http://www.area3.co.za/) on Saturday, 29 June 2013 from 10h30 to 17h00 for the adidas Originals Casting Call and you could be spotted as an adidas Original.

Date: Saturday, 29 June 2013

Time: 10h30 to 17h00

Venue: [AREA3](http://www.area3.co.za/), 20 Kruger Street, Johannesburg East, The Maboneng Precinct ([map](http://www.area3.co.za/contact-us/))

**Follow** [@adidasZA](http://www.twitter.com/adidasZA) #AREA3 #CastingCall

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

-ENDS-

#### 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.

Contact: Fabrizia Degli Esposti, Brand Marketing and PR Specialist – Style at adidas South Africa

 Fabrizia.DegliEsposti@adidas.com

Tags: adidas Originals>AREA3>Casting Call>The Maboneng Precinct