**** **Press Information**

**adidas Originals AREA3 broadsheet on street this June**

Featuring news on local and global fashion trends as well as the latest in its top fashion offerings, [adidas Originals](http://www.adidas.co.za/originals/) has – this June – launched its inaugural edition of the [AREA3](http://www.area3.co.za) broadsheet.

The full colour print issue features an interview with [Styla Gang](http://www.stylagang.tumblr.com), winners of the 2012 adidas Originals #represent brand campaign; candid Q&A’s with adidas Originals brand ambassadors Christie Desfontaine of [The Arrows](http://www.thearrowsband.com) and [DJ Giggs Superstar](http://www.twitter.com/giggs_superstar); a snapshot of the season’s key looks in adidas Originals men’s and women’s footwear and apparel; as well as a frank interview with co-founder of apparel brand [2Bop](http://www.twobop.co.za) Bradley Abrahams

Limited issues of the adidas Originals AREA3 broadsheet will be available from adidas Originals stores in Canal Walk and V&A Waterfront (Cape Town) and Menlyn Park Shopping Centre (Pretoria) as well as at select [Stuttafords](http://www.stuttafords.co.za), [Sportscene](http://www.sportscene.co.za) and [Studio88](http://www.studio-88.co.za) Prime Store (011 447 8050), Soho (031 303 8978), Loom (011 447 4330) and [a store is good](http://www.astoreisgood.com/contact/) stores.

For more information **email** [info@area3.co.za](mailto:info@area3.co.za)

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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

**-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.

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Tags: adidas Originals>AREA3>Broadsheet>Styla Gang>The Arrows>2Bop>DJ Giggs Superstar