**adidas Originals | Growing the Scene | Vouks**

[adidas Originals](http://www.adidas.co.za/originals/) has released an in-depth [webisode](http://vimeo.com/70545696) recounting – in his own words – the journey that Cape Town-born break dancer and adidas Originals brand ambassador [Vouks](http://www.vouks.com) has taken to reach the success he has in his industry.

Now a household name on the local b-boying scene, mentor and judge Vouks shares a glimpse of what it has taken to get this far…and still growing the scene.

Watch the [video](http://vimeo.com/70545696) and see for yourself.

**Credits**

Produced by: [We-are-awesome Film](http://www.we-are-awesome.com/), [/ANDPEOPLE](http://www.andpeople.co.za/) & Kim Terri Smith

Directed and filmed by: [Adriaan Louw](http://adriaanlouw.co.za/)

Edited by: [Deon Van Zyl](http://www.deonvanzyl.com/)

Sound: Gerdus Oosthuizen [www.corneliaproductions.com](http://www.corneliaproductions.com)

Soundtracks: [Brasse Vannie Kaap](https://www.facebook.com/pages/Brasse-Vannie-Kaap/136413503086478) – F.A.T

[Sibot](https://www.facebook.com/sibotlive) – Bellcrawler

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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.

#### 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, and has since become one of the most famous brand emblems in the world, celebrated its fortieth anniversary last year.

#### 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.

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