

Berlin CHICAGO NEW YORK





The City Marathon PT lay hidden for almost a third of a century in the attic of a former Technical Director of adidas, until last year when the prototype was uncovered while the 90-year-old was moving house. The classic shoe design utilises adidas' patented Dellinger Web technology, which disperses impact shock to cushion your stride when your foot hits the ground and, in turn, performs like a trampoline to add spring to every step you take.

For FW13 we've re-produced this vintage silhouette with a trio of classic colourways: Berlin, Chicago and New York. The shoes also give a subtle nod to marathon racing by incorporating the distance it takes to complete a marathon course, 42.195km, as part of the branding.

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THE RACE TO FIND THE PERFECT RUNNING SHOE

Simon 'Woody' Woods, founder of Sneaker Freaker magazine, tells his life story through his addiction to adidas running shoes and highlights what he believes are the most iconic silhouettes released over the decades.

IS THERE AN ERA OF ADIDAS RUNNING SHOES YOU LOVE THE MOST? Simon 'Woody' Woods: Runners from the 70s have always been a little bit too basic and nylon for my tastes. The athletic industry was itself pretty young then – brands had yet to work out how marketing, concepts for cushioning and pronation and 'callout' technical features could really inspire people to buy more shoes. So if you look at the 70s, pretty much all those shoes are variations on the same thing. In fact, if you took all the badges off, it isn't generally apparent which brand was which at this time. So if I had to choose one moment when things really progressed, it's when the industry transitioned from a basic EVA wedge midsole into more complex cushioning materials. I'm not sure there's a specific, definitive date, but by the mid to late-80s, designers were mixing new synthetic meshes, lightweight foams and materials and ideas like Torsion into space-age new shapes like the EQT range. I'd say 1989 to 1995 are the pinnacle years of sneaker design, although many great models arrived after this period. It's all relative, of course, to your age, not to mention where you grew up and who influenced your thinking.

WHAT, FOR YOU, MADE '89 TO '95 SO SPECIAL? The shoes. All I really need to say is the entire EQT range to answer this question, but let me add ZX 8000/9000, Tubular, Torsion Specials and Oregon Ultra. It was a pretty rich period. The shoes were brawnier, tougher and more robust. They also looked incredibly futuristic compared to everything that came before, and that's what was so exciting about it. Throw in ideas like pumping up your shoes with special gases and you got this great sense of anything being possible.

WHAT ARE THE INGREDIENTS FOR AN ICONIC RUNNING SHOE? If you take away all the gimmicky jargon and convoluted technical claims to superiority – and I absolutely love that stuff – what makes a great runner is the combination of tricked-out panelling on the upper in conjunction with a sole unit that looks fast and means business. That's it in a nutshell. But if I have to get semantic, you've asked about icons, and there are far fewer iconic products than mere great ones. Some of the most brilliant shoes are barely remembered or were produced in such sparse quantities that almost no one had a pair, so I'd say a truly 'iconic' runner is one that sold millions of pairs over decades. Out of that criteria, the very best usually had a quality that influenced designers for years afterwards.

CAN YOU REMEMBER WHEN YOU FIRST GOT INTO ADIDAS RUNNING SHOES? I can definitely remember when one adidas runner dropped in my neighborhood, because it seemed to come straight out of the future. I'd been mainly wearing adidas Romes up to this point. Actually, this is a long story, because I really wanted the classic white leather Romes with the blue stripe, but

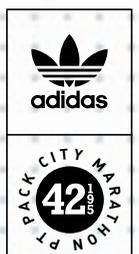
my mum found this coffee pair with chocolate stripes in a sale bin. I was so mortified by the sight of them I refused to wear them – ever – and I threw what must have been a pretty spectacular teenage tantrum. I had no shame! So, anyway, moving on from the cursed Romes, the first serious runner I remember on the street was the adidas Oregon. Some of my mates had more generous and loving parents – here I go again – and when they turned up at school in the beige Oregons with the burgundy stripes, I was so jealous I remember contemplating all manner of petty crimes. The midsole webbing was crazy – it seemed like such an amazing design innovation. I'm not sure that colourway of the Oregon has ever been retro-ed, and I've since picked up the white and double blues, but nothing will ever mean as much as the originals. I thought Oregon was a tree, not a place! So I guess it's funny to look back on that time and realise how peer pressure and looking fresh by having the right sneakers has always been on my list of important things to achieve in life.

WHAT DESIGN AND PERFORMANCE ELEMENTS OF ADIDAS RUNNING SHOES MOST APPEALED TO YOU AT FIRST? Aside from the webbing in the Oregons, it's hard to go past Torsion as the go-to tech for adidas runners. I'm quite partial to the ZX range as well, but I'm still a little overwhelmed by the numbering system and how all the ZX models relate according to chronology and the evolution of their tech features.

ARE YOU ACTUALLY INTO RUNNING? I'M GUESSING YOU'D PROBABLY BE QUITE CHOOSY ABOUT WHAT FOOTWEAR YOU WENT RUNNING IN... Nah, I never have been into running and I don't think I'm about to start. But if I was, I would DEFINITELY be choosy about my footwear. I don't have any problem at all with that potential contradiction. Would I want the best shoes to suit my technique, or the best-looking shoes? To me, it's the same as cars. You can love a Porsche for how it looks, or for how it performs. Loving only one doesn't cancel out the other – but not many take their Porsche to the race track for a proper hammering.

WHAT ARE YOUR THREE FAVOURITE ADIDAS RUNNING SHOES FROM OVER THE YEARS? EQT Support, EQT Cushion (1993) and Oregon (1982). It's an occupational hazard, but I'm always asked how many sneakers I own, whereas I prefer to think about how many I don't own. This is one of those examples. I'm going to go with a pair of EQT runners as my favourites, even though I've never owned a pair. Since they've never been retro-ed, and vintage models are worth a motza – and pretty fragile – I'm not sure I'll ever park either of these in the crib. But that's OK – it's nice to still covet a few lil' gems here and there. It's not like I don't have enough shoes to last three lifetimes. In third place, I'll go with the cream and burgundy Oregons, for purely sentimental reasons, but also because they just look so damn good.

Berlin



Berlin

The abundance of blues throughout the Berlin colourway of the City Marathon PT evokes the vivid blue skies that can now be seen where the Berlin Wall once stood.



CHICAGO



CHICAGO

The Chicago colourway of the City Marathon PT, with its chrome tones and shiny silver stripes, echoes the glistening skyscrapers that stand proudly across America's third city.



NEW YORK



NEW YORK

The sharp grey overlays and light grey stripes used in the New York colourway of the City Marathon PT reflect the industrial hue of the iconic Verrazano-Narrows Bridge, which links Staten Island to Brooklyn.

