

RUN

THRU

TIME



When looking to the future it is vital to consider the past.

The Running Injection pack for FW13 is suffused with adidas Originals' great heritage, bringing the past 30 years back to life in a fresh, contemporary way.

The pack of nine shoes takes three iconic running silhouettes – the ZXZ ADV from the 80s, the ZX 5000 Response from the 90s and the Adizeros Adios 2 from the 00s – and expresses each of them in three colourway/material concepts synonymous with each of the three decades.

The 80s execution is all about classic mesh, vintage suede and reflective stripes; the colourful 90s execution utilises engineered mesh and synthetic suedes; and the casual-inspired 00s execution involves a premium mix of materials like soft leather and nubuck.

Instore: 30 Sept, 08 Oct, 21 Oct 2013

The life of Haile Gebrselassie is something of a metaphor for the evolution of adidas running shoes. As a child growing up in Ethiopia in the early 80s, Gebrselassie would run 10km to school every day with his bare feet. It was not until 1989 that he owned his first pair of running shoes, hand-me-downs from his older brother, which just happened to be adidas.

Three years later Gebrselassie signed with adidas, establishing himself as a prodigious distance runner, winning multiple championships in both the 5,000 and 10,000 metres disciplines. Before the 90s were up, he had set and smashed his own world records 17 times.

Like Gebrselassie, adidas running shoes have continued to push the boundaries over the years, always leading the pack. In the 00s, he began to concentrate on longer distances, beating the world half marathon record by a full 21 seconds in 2006 and winning the Berlin Marathon four times consecutively at the end of the decade.

He achieved all of these feats with his signature running style: his right arm pumping madly and left arm bent and locked at his side. Why? Because that's how he carried his books when he ran to school all those years back.





80s instore: 30-sept



90s instore: 08-oct



00s instore: 21-oct



zxz adv

Taking inspiration from the legendary ZX 500, which was adidas' flagship distance running shoe when it was debuted back in the mid-80s, the ZXZ ADV finds Kazuki Kuraishi forging a signature ZX trainer of his own for the Originals 84-Lab range. The renowned designer once again utilises the impeccable tooling seen in his SS '09 and SS '10 ObyO collection. This tried and tested design merges an almost mountain boot-like upper with the ZX 500 OG upper that was created for the Consortium re-release.



zx5000 response

Based on 1994's Response Trail, the ZX 5000 Response has been reinvigorated for the modern day with an updated upper and ZX 5000 tooling. The Response Trail, with its unparalleled stability, was originally designed for the toughest and most ambitious runners. Adding key elements from the ZX 5000 provides a shoe that is sure to lead the pack. First released in 1989, the adidas ZX 5000 represented running shoe perfection. With impeccable cushioning, it was ideal for middle to long distance runners, and the incorporated torsion bar allowed flexibility for the foot while still providing support and stability.



adizero adios 2

The Adizero Adios 2 is the fastest running flat in the world – it's what current marathon world record holder Patrick Makau had on his feet when he achieved the incredible feat at the Berlin Marathon in 2011. A snug micro-fit upper, grippy Continental™ rubber outsole and a lively midsole combine perfectly to give a forefoot propulsion like no other. Specifically designed for adidas' top athletes by our Japanese pattern master Mr Omori, the running shoe has gone on to win over 100 major races on the feet of our sponsored athletes since it was first unleashed.



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