**RUN THRU TIME with adidas Originals**

*3 Decades | 3 Styles | 429 Pairs*

The [adidas Originals](http://www.adidas.co.za/originals/) [RUN THRU TIME](http://www.area3.co.za/blog/run-thru-time-with-adidas-originals/) three-part short film series concluded last week in Durban at a third and final launch event at SOHO Store in Morningside, highlighting the Adizero Adios 2 as part of the limited edition 00s range.

The 00s range, which will be available in stores from Friday, 18 October, features three casual-inspired 00s styles; featuring a mix of premium materials such as soft leather and nubuck.

The full pack of nine iconic running silhouettes – the ZXZ ADV from the 80s; the ZX 5000 Response from the 90s; and the Adizeros Adios 2 from the 00s – is available exclusively at [adidas Originals](http://www.adidas.co.za/storefinder/#/) Canal Walk and V&A Waterfront (Cape Town) as well as Menlyn Park Shopping Centre (Pretoria), [a store is good](http://www.astoreisgood.com/) (Cape Town), [Shelflife](https://www.shelflife.co.za/) (Cape Town) and SOHO (Durban). Stocks are limited as only 429 pairs of the limited edition shoes have been made available to the public.

The 00s short film execution was shot in Durban which provided the perfect backdrop to the cool, casual attitude of the 00s styles. Featuring scenes from the meat market in Victoria Street to the busy array of taxis in Chatsworth, the video captures the raw nature of the early 00s, wrapping up the 3-part short film series produced by local filmmaker [Chris Saunders](http://chrissaunderssa.blogspot.com/).

For more details on the [80s](http://www.area3.co.za/blog/run-thru-time-with-adidas-originals-2/), [90s](http://www.area3.co.za/blog/run-thru-time-with-adidas-originals-4/) and [00s](http://www.area3.co.za/blog/run-thru-time-with-adidas-originals-6/) range visit [AREA3.co.za](http://www.area3.co.za/)

**Credits for 00s video**

Director - Chris Saunders

DOP - Adriaan Louw (we-are-awesome film)

Stylist - JR Onyangunga

DIT / Editor - Deon van Zyl (we-are-awesome film)

Executive Producer - Olivia Leitch

Producer - Caron Grant

On-camera artist - Daneel Malgas

Production Company: Ola! Films

Agency: OgilvyAction/Geometry Global

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# For more information on adidas-related news visit the adidas [News Stream](http://news.adidas.com/ZA/ORIGINALS)

# 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.

Issued on behalf of: Fabrizia Degli Esposti, Brand Marketing and PR Specialist – Style at adidas South Africa

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