# STAN IS BACK – A legend from the courts to the streets

One of the most culturally iconic and commercially successful tennis silhouettes of all time, the Stan Smith, has re-affirmed its place at the pinnacle of the market, re-launching a new silhouette. The re-launch of the Stan Smith sneaker speaks to its thriving status as a sports and lifestyle icon.

Now available in South Africa, the return of this global fashion icon has been re-invigorated and updated. The shoe stays true to its heritage in style and form but has been shaped and updated for multipurpose modern-day wear.

To re-launch this classic, various international and local influencers from the worlds of music, sport and screen have been recruited to give their unique and respected opinions on this icon to demonstrate the shoe’s versatile, wide-reaching appeal. Such talent includes international actors Will Arnett, Max Greenfield, athletes Andy Murray and Derrick Rose, singer-songwriter Sky Ferreira and DJ, Terranova, as well local fashion authorities, Jackie Burger and Kojo Baffoe.

Celebrated around the world, Stan Smith is an American tennis champion, whose namesake shoe was there when he won titles in major tournaments, including the 1968 U.S. Open, 1970 Australian Open and 1972 Wimbledon titles. Transcending far beyond its success as merely a tennis sneaker, though, the shoe has evolved to become a revered style icon, beloved for its clean, streamlined aesthetic by designers, editors and collectors alike. As a result, the shoe has been introduced in numerous colors and fabrics over the years, in addition to the classic, all-white with-green-ankle-tab option, becoming adidas’ best-selling shoe of all time, with over 30 million pairs sold.

Originally introduced and developed for the French tennis player Robert Haillet in the mid-1960s, the name of Stan Smith was added to the tennis shoe, alongside Haillet’s, at the start of the 70s, before it was designated as the signature sneaker of the American sporting icon in 1972, later becoming adorned with addition of the trademark silhouetted image of Smith’s moustachioed face on the tongue of every pair.

These Stan Smith shoes are available at adidas Originals [stores](http://discover.adidas.co.za/storefinder/#/) as well as [a store is good](http://www.astoreisgood.com/) in Cape Town at a recommended retail price of R999.00.

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