**adidas Originals South Africa relaunch Stan Smith with video series**

***Four Interviews, One Love***

Over the past four weeks, [adidas Originals South Africa](http://www.adidas.co.za/originals/Originals%2Cen_ZA%2Csc.html) individually interviewed and released videos of local fashion favourites [Jackie Burger](http://www.area3.co.za/videos/adidas-originals-presents-jackie-burger-stan-smith/), [Crystal Birch](http://www.area3.co.za/videos/adidas-originals-presents-crystal-birch-stan-smith/), [Arthur Malan-Murison](http://www.area3.co.za/videos/adidas-originals-presents-arthur-malan-murison-stan-smith/) and [Keith Henning](http://www.area3.co.za/videos/adidas-originals-presents-keith-henning-stan-smith/). Representing the South African component of the global campaign these four were asked to give their own personal take on what makes the Stan Smith the legendary shoe it is today.

Jackie Burger – Editor of ELLE South Africa – lyrically spoke of the “buttery leather, lathered in fashion memories; drizzled with a dose of attitude.” Stylist and milliner, Crystal Birch, reminisced about her first memory of her parents owning matching pairs of Stan Smith shoes. GQ Style Fashion Director, Arthur Malan-Murison, told how he feels he can wear Stan Smiths with anything – “just wear the shoes, you’ll be pairing anything perfectly”; and lastly, Fashion Designer of local mens’ style brand Adriaan Kuiters, Keith Henning, looked back at his younger days and how he and his mates, “mulled around Cape Town in our adidas like a little clan.”

All influencers had their own unique and personal stories to share but they all agreed on one thing: the Stan Smith is a timeless classic and are here to stay. To check out the mash-up of [Four Interviews, One Love](http://www.area3.co.za/videos/area3-the-legendary-adidas-originals-stan-smith-four-interviews-one-love/) visit the adidas Originals South Africa blog, [AREA3.](http://www.area3.co.za/blog/)

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