# adidas Originals launches ZX Flux in AREA3, Johannesburg

# On Tuesday, 1 April 2014, adidas Originals officially launched its latest offering of high-end sneakers: ZX Flux. The global launch was celebrated locally at a bespoke event at AREA3 in Johannesburg where select media, key influencers as well as die-hard sneaker heads alike were invited to be a part of the greatly-anticipated release.

# To view the post-event video go [here](http://vimeo.com/92611005).

# For more information visit [AREA3 blog](http://www.area3.co.za/blog)