**adidas Originals FW14 Orchid Capsule in stores now**

This July, [adidas Originals](http://www.adidas.co.za/originals/) releases a range of light and breezy silhouettes which form the backdrop for this vibrant floral print pack. Precious orchids bloom in soft focus photo-print against lush greens on a deep black background. Feminine but never girly, the covetable, rare and ultra-sculpted orchid is the perfect floral reference to encapsulate the spirit of adidas Originals.

Relaxed and easy, cropped tees and loose racer vests mix effortlessly with stretch tights. Even jackets are given a touch of flower power with the all-over orchid print spreading under rubber trefoils against fresh white signature stripes.

**In stores 01 July 2014 at all** [**adidas Originals stores**](http://discover.adidas.co.za/storefinder/#/)**.**

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

Follow adidas Originals on Instagram [adidasZA](http://instagram.com/adidasza) and on Twitter [@adidasZA](https://twitter.com/adidasZA)

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.

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