**adidas Originals FW14 ZX Flux Reflective Snake Print Pack – In Store Now**

Further proving the versatility of the [adidas Originals](http://www.adidas.co.za/originals/Originals%2Cen_ZA%2Csc.html) ZX Flux canvas is the reflective snake print pack, which manages to incorporate a number of *out-there* features on one shoe.

While snakeskin print is not a new thing for adidas – they famously used it on the Superstar and Americana trainers – the technique to create a reptilian effect on this model is an interesting one. The ZX Flux upper features three layers: a synthetic base, reflective print on top, and finally a mesh overlay, which gives it a slightly muted yet texturised feel.

Neon pop details can be seen throughout, on the distinctive heel cage, sock-liner and embroidered tongue tag, while the laces complement the snake print perfectly.

ZX Flux is now available at adidas Originals stores in [Canal Walk](http://discover.adidas.co.za/storefinder/#/storeID/ZA11RUUj4MmJiUSP1vNsZO81tQ/) and [V&A Waterfront](http://discover.adidas.co.za/storefinder/#/storeID/ZA11mstYA-fVU0ep5vPUKIddDA/) (Cape Town), [Menlyn Park Shopping Centre](http://menlynpark.co.za/adidas.htm) (Pretoria) as well as at select [Stuttafords](http://www.stuttafords.co.za/), [Sportscene](http://www.sportscene.co.za/default.aspx), [Studio88](http://www.studio-88.co.za/), [Smith and Abrahams](http://smithandabrahams.co.za/), [X Trend](http://www.legacylifestyle.co.za/xtrend), Soho and [a store is good](http://discover.adidas.co.za/storefinder/#/storeID/ZA11yNvHsue6cEC3U9j8fkNWvg/) stores.

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

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.

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**About adidas\* Originals ZX Flux** (\*adidas always written in lower case)

For SS14, adidas Originals introduced the reincarnation of an icon in the form of the ZX Flux. Born from ZX 8000 running heritage, the shoe is informed by its predecessor’s larger-than-life attitude, built on the Torsion tooling and retaining the much-loved heel cage.

With its minimal upper construction and fast toe-down shape, what the ZX Flux brings is a stripped back silhouette that offers a blank canvas for versatile treatments, both graphically and materially. From clean tonal mesh and weave executions to photo-real digital prints and archival colourway tributes, ZX Flux captures the attention of everyone with an imagination.

Over the course of FW14, the infinite possibilities of the ZX Flux are continually pushed in new and unexpected directions. Fashion-forward crowds will be drawn to tonal packs that experiment with texture such as neoprene and GORETEX®; bolder consumers enticed by the printed and woven patterns; while altered outsoles and tribute colourways will impress old and new sneakerheads alike.

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