**adidas Originals by Rita Ora FW14 Black pack - in store 21 August**

Blacker than night, this limited edition [adidas Originals](http://www.adidas.co.za/originals/Originals,en_ZA,sc.html) by Rita Ora drop sold exclusively through selected adidas Originals stores emits its own supernatural glow.

Slick as streets; supple leathers make a statement with glow-in-the-dark tooling. Flashes of Rita’s signature yellow brings out the details against glow-in-the-dark reptile prints on micro-knifed 3-D scaled uppers across reimagined adidas Originals sneaker classics, infusing feet with wild eclecticism.

“The collaboration came about through mutual love and appreciation. I have always been a fan of adidas Originals and respect what they stand for in their fearlessness and originality. I worked very closely with adidas Originals to put a personal touch in every piece with connections to my music, my career and my life. I’m really proud of the collection and beyond excited for my fans to get their hands on it!” says Rita Ora

Watch the #unstoppable campaign video [here](http://www.youtube.com/watch?v=JS4A4QOJx4E).

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) #unstoppable

Unlock [the adidas vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage.

-ENDS-

**About adidas\* Originals Rita Ora Collection** (\*adidas always written in lower case)

#### Spinning adidas Originals a new line with a fresh take on classics infused from one icon to another, the debut FW14 adidas Originals by Rita Ora collaboration sees the brand with the three stripes hook up with an award-winning pioneer of stage and style. Known as much for her fearless take on fashion, as for her head turning musical collaborations, Rita Ora has carved herself a pedestal for her energy and original spirit.

#### Now Ora collaborates with adidas Originals in a three season collaboration, a match brought about by a mutual admiration for breaking the rules and our shared rebellious natures.

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