**NOT SO LONG AGO, IN A GALAXY CLOSE TO HOME…**

*adidas Originals and Star Wars join forces on a kids footwear and apparel range for 2015*

**Cape Town, South Africa (8 January, 2015) –** The original sportswear brand for the street meets the world’s greatest film franchise as adidas Originals announces a new series of *Star Wars* kids apparel, footwear and accessories collections in collaboration with The Walt Disney Company.

The Spring-Summer range, which is now available in South Africa, forms part of a total of six kids collections throughout 2015, launching with a ‘*Glow in the Dark*’ theme inspired by Star Wars’ best-known characters Yoda and Darth Vader.

Truly the meeting of two classics, the range will feature both adidas Originals favourites and characters from *Star Wars* applied to some of adidas Originals’ most successful footwear and apparel models, including the Stan Smith, Superstar and ZX Flux shoes, as well as the classic Firebird, French Terry and Fleece tracksuits.

Products inspired by Yoda’s colouring and his famous green light saber include the Top Ten Hi sneaker with a glow-in-the-dark outsole and a debossed Yoda face on the heel. Highlights in the apparel collection include the classic Firebird (for youth) and French Terry (for kids) tracksuits, both with reflective elements on the sleeves.

For those who like to walk on the darker side, fans can opt for the Darth Vader classic Firebird tracksuit (youth), while kids are catered for with the fleece tracksuit – both featuring glow-in-the-dark elements. Footwear includes a very special version of the ZX 700, inspired by Darth Vader’s suit, helmet and red light saber, which features a moulded Darth Vader helmet heel clip.

The range will be available at the [adidas Originals Kids store](http://discover.adidas.co.za/storefinder/#/storeID/ZA223351/) in Canal Walk, as well as the adidas Originals stores in [Canal Walk](http://discover.adidas.co.za/storefinder/#/storeID/ZA223356/) and [V&A Waterfront](http://discover.adidas.co.za/storefinder/#/storeID/ZA223355/) in Cape Town, and at [Menlyn Park Shopping Centre](http://www.menlynpark.co.za/storedetails.aspx?iStoreID=7) in Pretoria. The range will also be available at the following stockists: Studio 88 and side step; Cross Trainer; Rashid Cassim; Stuttafords. The recommended retail price for the footwear starts at R799.00 and apparel from R329.00.

Additional new styles from the ongoing collaboration will arrive in stores throughout 2015 with even more exciting design executions that will have both kids and adults jump of joy.

For more information, visit [www.adidas.co.za](http://www.adidas.co.za). Follow adidas South Africa on [Twitter](https://twitter.com/adidasZA?lang=en) (@adidasZA) and [Instagram](http://www.instagram.com/adidasza) (adidasZA) #adidasOriginals and #StarWars. To find a store near you, click [here](http://discover.adidas.co.za/storefinder/#/).

**-ENDS-**

**Notes to editors:**

* adidas is always written with a lowercase ‘a’ – no exceptions
* For a full selection of both high and low res images as well as all relevant press material, please visit <http://bit.ly/1BCVx9x>.
* For a comprehensive view on the adidas brand and background, please visit the adidas archive by clicking [here](https://www.adidas-archive.org/#/home/).

**About adidas Originals – The iconic sportswear brand for the street**

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. It has since become one of the most famous brand emblems in the world.

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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