



what does it mean to be a superstar?

adidas Originals questions what it means to be a superstar in 2015

When the Superstar shoe was first launched by adidas back in 1969, the word 'Superstar' was unambiguous. Today, the word has been corrupted to the point of confusion. So this year adidas Originals sets out to question what it means to be a superstar.

For entertainer and creative, Pharrell Williams, the meaning is clear; "It's not about the number of views, likes or shares". While world-renowned footballer David Beckham decrees; "It's not about trying to be the next big thing."

"It's not about having your name on a flag or a jersey", echoes pro-basketball player Damian Lillard, while singer-songwriter Rita Ora states: "It's not about following in someone else's footsteps."

Whilst these 'Superstars' have all had different creative journeys, their original motivations from when they started out remain intact. Pharrell had a compelling need to create music. Beckham just wanted to be the best footballer he could be. They weren't chasing fame; fame was a by-product of their dedication and hard work.

Whether its 1969 or 2015 one thing is certain – there is no short cut to being a Superstar.

Watch the short film from adidas Originals, directed by Karim Huu Do, on what it means to be a Superstar in 2015 here: <http://a.did.as/superstarfilm>

#OriginalSuperstar

adidas.com/originalsuperstar

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NOTE TO EDITORS:

More information on Karim Huu Do: This Swiss director only set out a few years back but his filmography already consists of several acclaimed short films and music videos. From exploring lives to exploring the world, Karim Huu Do approaches each project through human portraits, a powerful sensitive dimension and undeniably strong imagery.

More information on the adidas Originals Superstar: From its humble beginnings as one of the first performance basketball models, the adidas Originals Superstar has gone on to achieve truly legendary status. Since its launch in 1969 the shoe has become an original street icon, playing a vital role in the crossover of sport and the sidewalks that gave birth to street culture. Embraced by street-style connoisseurs through the ages, the classic silhouette is still as relevant today as it was when it made that first game-changing step from sports culture to sub-culture.

