**ADIDAS ORIGINALS BRINGS SUPERSTARDOM TO THE STREET**

**Cape Town, South Africa (Monday 12 January, 2015)** – To re-launch one of its most iconic shoes, [adidas Originals](http://www.adidas.co.za/originals) kicks off the New Year with a global campaign questioning 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 and this year adidas Originals sets out to question what it truly means to be a superstar, flipping the theory of what society believes to be ‘superstardom’ on its head.

“Social media has completely redefined the concepts of self-expression, originality and creativity and throughout 2015, the campaign will question the need for external validation and celebrity worship. The campaign is aimed at inspiring creative courage without the need for external validation, and makes it very clear that whether it’s 1969 or 2015, there is no short cut to being a Superstar,” says Fabrizia Degli Esposti, adidas Originals Brand Marketing and PR Specialist.

The global campaign launches with a 90 second [film](http://a.did.as/superstarfilm), directed by Karim Huu Do and featuring David Beckham, Pharrell Williams, Rita Ora and Damian Lillard, each revealing that being superstar is not what you think it is. For Pharrell, the meaning is clear: “It’s not about the number of views, likes or shares”. While Rita Ora says, “It’s not about walking down red carpets, talking to reporters and waving at fans.” Whilst these ‘Superstars’ have all had different creative journeys, their original motivations from when they started out remain intact. They weren’t chasing fame; fame was a by-product of their dedication and hard work.

The short film forms part of a year of tributes to the shoe that started a movement. In addition, adidas Originals has introduced the iconic Superstar model in its original form for the [Vintage Deluxe Pack](http://news.adidas.com/ZA/Products/ALL/adidas-Originals-Brings-Superstardom-To-The-Street/s/8e7e50d1-ed3b-4ce5-a702-e8cc71237d12). “The Superstar Vintage Deluxe is a fitting homage to what is arguably the most iconic sneaker design of all time. From its origins as humble sporting equipment all the way through to its current stature as a global streetwear staple, the Superstar is regarded as the shoe that started a movement and has a rich history that belies its simplicity,” adds Degli Esposti.

The adidas Originals Superstar has gone on to achieve truly legendary status when it transitioned from the courts to the streets in the late 1960’s. It has been a mainstay of street culture ever since, representing creativity and diversity across the world. adidas Originals fans can expect to see a number of Superstar products and artist collaborations throughout the year, marking the next chapter of the Superstar legacy.

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

For more information on the campaign visit [www.adidas.com/originalsuperstar](http://www.adidas.com/originalsuperstar). Follow adidas South Africa on [Twitter](https://twitter.com/adidasZA?lang=en) (@adidasZA) and [Instagram](http://www.instagram.com/adidasza) (adidasZA) or join the conversation by using #adidasOriginals and #originalsuperstar.

To find a store near you, click [here](http://discover.adidas.co.za/storefinder/#/).

**-ENDS-**

**Notes to editors:**

* To embed the video on online sites or to post on twitter, please use the following links: YouTube link: <http://a.did.as/superstarfilm> or use the Embed Code: <iframe width="560" height="315" src="//www.youtube.com/embed/0HYGOB7Ofa0" frameborder="0" allowfullscreen></iframe>
* 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://news.adidas.com/ZA/Latest-News/ALL/adidas-Originals-Brings-Superstardom-To-The-Street/s/1332f13a-f8c7-46a9-be46-c6c8a1b8b11b>
* For a comprehensive view on the adidas brand and background, please visit the adidas archive by clicking [here](https://www.adidas-archive.org/#/home/).

**The history of the adidas Originals Superstar**

Since its launch in 1969 the adidas Originals Superstar 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.

When Superstar moved from the basketball courts to the streets in the 1980s, its legendary status was set. It was the official footwear of choice for party-starters of the early NY hip-hop scene. The Superstar ruled the 80s, but it’s simple, timeless silhouette is what makes it a classic today. From its origins as humble sporting equipment through to its current stature as a global streetwear icon.

**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.

Issued on behalf of: Fabrizia Degli Esposti, Brand Marketing and PR Specialist – Style at adidas South Africa

 fabrizia.degli.esposti@adidas.com

For media enquiries: Janine Laubscher, Senior Account Manager, Bletchley Park

 janine@bletchleypark.co.za

or

Dominique van Onselen, Head of PR, Bletchley Park

Dominique.v@bletchleypark.co.za