



Information

„Original is never finished“

adidas Originals launches Original with a new film 'Original is never finished', featuring visionaries from the worlds of music, skate, sport, style and art. Reaffirming the notion original is never finished, the film features a remix of the iconic song, "My Way" by Frank Sinatra with a provocative, reimagined approach to today's streetwear culture. With a multi-generational cast including Snoop Dogg, Dev Hynes, Stormzy, Mabel, Kareem Abdul-Jabbar, Brandon Ingram, Petra Collins, Gonz and Lucas Puig, adidas Originals has re-interpreted its own classics and now turns to a new generation of creators and inspires them to redefine the meaning of originality.

"Everything we do for adidas Originals is a work in progress, as true creativity is never finished", says Alegria O'Hare, VP of Global Communications adidas Originals & Core. "We are constantly challenging ourselves and breaking down the boundaries that limit imagination; we hope to inspire all creators to do the same. We first raised this idea in 2015 through our superstar work, questioning the very meaning of the word. We then continued with the notion of the current dystopian future, by motivating consumers to take future into their own hands and create it. Now with original, probably the most important and centric concept to our brand's ethos, we elevate the trefoil's storytelling, as we look into what it really means to be original, questioning its very essence."

Conceptualized under the creative direction of Johannes Leonardo, adidas Originals' global creative agency of record, the 'Original is never finished' film explores this idea that if you push something far enough, it becomes original again. This philosophy carries through to the design language of the brand, which through collective memory continues to reinvent their past to create meaning for a new generation. The campaign signals the launch EQT footwear, a celebrated icon from the 1990's, redefined for a new generation.

Original is never finished brings to life, through visual representation, the idea that recreating, in your own way, will always lead to something truly original. In the scene "The Birth of Venus", artist/photographer, Petra Collins, reinvents a symbolic icon of beauty, Botticelli's *Birth of Venus*. Collins' subversive, striking visual sequence creates a new relevancy for infamous work of art. In another scene, rapper and songwriter, Snoop Dogg recreates his very own "Doggystyle" album cover with a trippy chase scene, while also making a statement on gender equality in hip hop culture by swapping the roles of his original, iconic protagonists.

The idea of originality continues to be challenged in the film with the juxtaposition of legendary icons and those of the future in scenes featuring skate legend, Gonz, alongside French professional skater, Lucas Puig both take to the streets in their own way proving that original is never finished. We then witness the passing of the torch from one basketball icon of the past, Kareem Abdul-Jabbar, to one of the future, Brandon Ingram, in the scene titled, "Raining Basketballs".



Information

The creators of today continue to define "Original is never finished" glimpsed in Dev Hynes' nod to reflections of the past in his choreographed scene, "Mirrors," while individuals masked in deconstructed adidas Originals NMDs, find a fresh purpose for the brand's very own product giving it new meaning in a scene titled, rightfully so, "Sneakerheads." Mabel, Dej Loaf and Stormzy appear in additional scenes which are meant to inspire those watching to know that whatever they create will always be original because "Original is never finished."

For more information please visit our adidas News Stream: [Newsstream](#)

Follow the link for the campaign video: [Video](#)

- Contact -

Nadine Rümmelin

Brand PR Manager Style

E-Mail: Nadine.ruemmelin@adidas.com

Telefon: (+49) 9132 84 -4263