



Information

adidas Originals Re-Interprets Originals Is Never Finished Video with Visionary Female Cast

adidas Originals launches a re-interpretation of its brand campaign video, *Original Is Never Finished*, with an all-female cast. Collaborating with creative visionaries, Petra Collins, Mabel and Dej Loaf, the video reaffirms the notion, original is never finished. With a radical re-interpretation of the iconic song, "My Way" by Frank Sinatra, *Original Is Never Finished* presents a provocative, reimagined approach to today's streetwear culture and proves once again that if you push something far enough, it becomes original.

"As a brand we believe in creative freedom and are always challenging ourselves to push the bounds," says Alegra O'Hare, VP of Global Communications adidas Originals & Core." It was a natural decision to re-interpret our very own video, celebrating the cast of female creatives at the same time we are introducing new styles of the Superstar shoe. It's a nod to a franchise embraced by the female consumer."

Originals Is Never Finished brings to life the idea that recreating in your own way, will always lead to something truly original. In a scene with Petra Collins, the artist/photographer, presents a subverted, striking visual sequence, re-imaging one of the most celebrated and recognized icons of beauty, *The Birth of Venus* by Sandro Botticelli, by challenging the notion of perceived beauty. In scenes featuring music creators, Mabel and Dej Loaf, both women make a statement by taking originality into their own hands, proving that they are truly doing things their own way.



Information

First launched back in January, *Original Is Never Finished*, explores the brand's philosophy, the past empowers the future, through a montage of scenes exploring the rich cultural history of all spheres of creativity, music, art, film and even sport.

Link to Video: <https://www.youtube.com/watch?v=UeS86m07GNA>

- Contact -

Markus Giering

Public Relations Style

E-Mail: markus.giering@adidas.com

Telefon: (+49) 9132 84 - 75827