**PR EMBARGO: Wednesday, October 10, 2018 10 a.m. CET**

**adidas Originals Announces October P.O.D. System Campaign with Paul Pogba**

**- adidas Originals launches two new colorways of the P.O.D-S3.1 Silhouette -**

**- Global footballing superstar Paul Pogba fronts the campaign -**

**- The October campaign is a celebration of the ‘great alone, better together’ motif, told through the eyes of Pogba -**

Building on the ‘great alone, better together’ motif, adidas Originals revisits the P.O.D-S3.1 silhouette with a new campaign featuring world-class footballer and modern-day icon, Paul Pogba. In order to shine a light on the newest iterations of the P.O.D-S3.1 sneaker, adidas Originals turns to one of football’s most vibrant personalities, delving deeper into the genesis of a true sporting creator.

Set in the suburbs of Paris, Pogba adopts the role of storyteller allowing him to revisit his upbringing and shine a light on those that have continued to support him. Highlighting the foundational part that family and friends have played in Pogba’s story, the campaign demonstrates that just like the design of the P.O.D-S3.1 silhouette, you can be great alone but you are always better together.

Eschewing the notion of the traditional superstar, the October P.O.D-S3.1 campaign is a celebration of community. Though a recollection of his own upbringing, Pogba tells the narrative through the lens of current day Parisian youth, emphasizing the importance of family and friends. Underpinned by the belief that it is those who are around you that magnify you, the campaign is a touching ode to those that have helped to make Pogba who he is today.

Returning in two new colorways, October’s offering of P.O.D-S3.1 sneakers places the franchise firmly at center stage. Informed by an interconnection of archive aesthetics and progressive design perspectives, the P.O.D-S3.1 silhouette draws on adidas Originals’ collective memory creating a product that is truly greater than the sum of its parts.

For more information visit [www.adidas.com/originals\_podsystem](http://www.adidas.com/pod)

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 #PODSystem

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**About adidas Originals**

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel ­­– adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.