**adidas Originals Celebrates Three Classic Silhouettes with the Latest Iteration of its “1000 Back” Campaign**

**Herzogenaurach, March 26th, 2024 -** Following the launch of its new global platform and creative direction in 2023, adidas Originals introduces its latest campaign which continues to explore the brand’s cultural legacy by paying homage to the communities that have worn the Gazelle, Samba, and Handball Spezial yesterday and today.

The campaign shines a light on three iconic silhouettes from football culture – the Gazelle, the Samba, and the Handball Spezial. First designed for different sports, from training, to soccer and handball, since their inception, each classic has continued to make an impact across places, cultures, and movements.

Shot and directed by Vincent Haycock, and starring Carlisle Aikens, a professional skateboarder and member of the adidas Skate Team, the campaign visuals champion this timeless energy. A tableau of life seen through the story of a thousand originals, a single-take film captures a protagonist as they make their way through a street – along the way shining a light on the people, communities, identities, and subcultures that have made the Trefoil their own.

Meanwhile, a series of still images pays homage to the array of people and personalities that wear the silhouettes today – each styling them in a different way, writing new chapters for the timeless icons. Capturing the Samba, Handball Spezial, and Gazelle in a variety of locations and contexts, the story of the campaign brings to life a single shoe, worn a thousand ways.

Alongside the campaign film and imagery, adidas Originals is set to celebrate the spirit of its classic silhouettes and the people bringing new meaning to them today with a bespoke digital hub showcasing user generated content. Fans of the silhouette are invited to submit their looks by using #Samba #Gazelle and #Spezial.

From sport to skate, music, and fashion.

Once a classic, always a classic.

The latest iteration of adidas Originals’ “1000 Back” campaign arrives on March 26th.

**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 the 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.

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