**adidas Originals pays homage to the Past, Present, and Future of the SL 72 Silhouette with a new Global campaign**

**Herzogenaurach, 28th March 2024 -** First crafted over a half a century ago, the SL 72 silhouette was a bonafide hit during the running boom of the 70s. Now, decades on, adidas Originals celebrates the inimitable legacy of the groundbreaking sneaker that refuses to stop running strong with a global campaign bringing to life two reimagined archival looks.

In 1972, adidas introduced the world to its SL series with the launch of a revolutionary lightweight running sneaker, the SL 72. Setting the stage for a paradigm shift across the running category, the abbreviation “SL” was chosen to denote “Super Light” – a marker of the brand’s commitment to empowering athletes with greater speed and agility on the track. From the 70s to the present day, the silhouette has taken its place in culture and decades on the SL 72 continues to stand strong on the feet of originals everywhere.

Renowned for its lightweight construction and versatility, this season adidas Originals shines a spotlight on two distinct iterations of the iconic SL series: the blue, white, and red SL72 RS in men’s sizing and the green, white, and yellow SL 72 OG W in women’s sizing. Each member of the brand’s T-toe family of silhouettes is reborn for a contemporary context.

Shot by visual storyteller Kenny Germé, with styling from New York based stylist Cece Liu, the campaign imagery itself expands on the narrative of the SL 72 by paying homage to the aesthetic sensibilities of vintage running catalogs, matching vibrant colors with an undeniably bold simplicity.

Super light. Super colorful. Super comfortable.

The SL 72 returns on 28th March on adidas.com

**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.

|  |  |  |
| --- | --- | --- |
| **Region** |  | **URL** |
| US | adidas.com/us | <https://www.adidas.com/us/sl_72> |
| adidas.ca/en | <https://www.adidas.ca/en/sl_72> |
| adidas.ca/fr | <https://www.adidas.ca/fr/sl_72> |
|  | adidas.cl | <https://www.adidas.cl/sl_72> |
| adidas.co | <https://www.adidas.co/sl_72> |
| adidas.com.br | <https://www.adidas.com.br/sl_72> |
| adidas.mx | <https://www.adidas.mx/sl_72> |
| adidas.pe | <https://www.adidas.pe/sl_72> |
| EU BIG 6 | adidas.co.uk | <https://www.adidas.co.uk/sl_72> |
| adidas.nl | <https://www.adidas.nl/sl_72> |
| adidas.de | <https://www.adidas.de/sl_72> |
| adidas.de/en | <https://www.adidas.de/en/sl_72> |
| adidas.it | <https://www.adidas.it/sl_72> |
| adidas.fr | <https://www.adidas.fr/sl_72> |
| adidas.es | <https://www.adidas.es/sl_72> |
| EU | adidas.at | <https://www.adidas.at/sl_72> |
| adidas.be/en | <https://www.adidas.be/en/sl_72> |
| adidas.be/fr | <https://www.adidas.be/fr/sl_72> |
| adidas.be/nl | <https://www.adidas.be/nl/sl_72> |
| adidas.ch/de | <https://www.adidas.ch/de/sl_72> |
| adidas.ch/en | <https://www.adidas.ch/en/sl_72> |
| adidas.ch/fr | <https://www.adidas.ch/fr/sl_72> |
| adidas.ch/it | <https://www.adidas.ch/it/sl_72> |
| adidas.cz | <https://www.adidas.cz/sl_72> |
| adidas.dk | <https://www.adidas.dk/sl_72> |
| adidas.fi | <https://www.adidas.fi/sl_72> |
| adidas.gr | <https://www.adidas.gr/sl_72> |
| adidas.ie | <https://www.adidas.ie/sl_72> |
| adidas.no | <https://www.adidas.no/sl_72> |
| adidas.pl | <https://www.adidas.pl/sl_72> |
| adidas.pt | <https://www.adidas.pt/sl_72> |
| adidas.se | <https://www.adidas.se/sl_72> |
| adidas.sk | <https://www.adidas.sk/sl_72> |
| APAC/EM | adidas.com.vn/vi | <https://www.adidas.com.vn/vi/sl_72> |
| adidas.com.vn/en | <https://www.adidas.com.vn/en/sl_72> |
| adidas.co.th/th | <https://www.adidas.co.th/th/sl_72> |
| adidas.co.th/en | <https://www.adidas.co.th/en/sl_72> |
| adidas.co.nz | <https://www.adidas.co.nz/sl_72> |
| adidas.com.au | <https://www.adidas.com.au/sl_72> |