adidas Gives Originals Their Flowers with the Brand's Latest Campaign for the SL 72

Herzogenaurach, July 15, 2024 - Having unveiled its new brand platform "We Gave the World an Original, You Gave us a Thousand Back" in 2023, this summer the Trefoil returns to give the many thousands of Originals their flowers, as the brand shines a light on the iconic SL 72 silhouette with a new campaign.

First unveiled in the summer of 1972, the introduction of the SL 72 sneaker was the spark plug that initiated a paradigm shift in the realm of running shoes. Today, over half a century later, sport and culture are more intertwined than ever before and the timeless silhouette has been worn by true Originals, everywhere. We're reintroducing the world to SL 72 by launching five colorways of the iconic sneaker. Two distinct iterations of the iconic SL series – SL 72 RS and SL 72 OG – are being launched in white, red, black, blue and yellow colorways.

Paying homage to the many thousands of Originals, the return of the SL 72 is brought to life with a campaign shot by Kenny Germé and starring titans from the world of sport and culture: including supermodel, Bella Hadid, footballer, Jules Koundé, creative polymath, A$AP Nast, musician Melissa Bon and model, Sabrina Lan. Arriving alongside the visuals is a short film shot by director Thomas Lachambre which depicts the SL 72 growing from 1 original to 1000.

With a bouquet bestowed upon each Original, a summer of sport is set to be transformed into the summer of SL 72.

The latest iteration of adidas Originals' "SL 72" campaign arrives on July 15th on www.adidas.com

Originals Hub is the home of SL 72 for adidas Originals, seamlessly blending vintage and modern inspirations. Explore the lookbook to see how the Originals family styles their SL 72's, and dive into the Style Guide. Discover the rich archive story of the iconic silhouette and exclusive behind-the-scenes glimpses of the campaign shoot in Paris, France, featuring Bella Hadid, A$AP Nast, Jules Koundé, Melissa Bon, and Sabrina Lan. Spend time with our Originals community by keeping an eye on events broadcasted here — you're invited.

adidas.com/go/campaign/originals

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.