

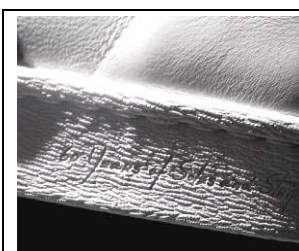


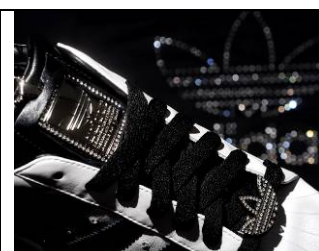
**Celebrating the iconic 3-Stripes in its 60<sup>th</sup> Anniversary,  
adidas Originals dazzles with the street-luxe ‘Diamond Pack’**

2009 marks the 60<sup>th</sup> anniversary of adidas originals’ classic and now-iconic 3-stripes, an emblem celebrating originality and representing adidas’ rich heritage. In homage to this, adidas Originals has launched a **special edition ‘Diamond Pack’** featuring classics such as the **adidas Superstar sneaker** and **Trefoil logo T-shirt** in celebratory bling.



**Superstar 80’s Diamond / S\$ 999**  
**Adi Trefoil T-shirt/ S\$ 89**

The anniversary edition of the **“Superstar 80’s Diamond”** is marked with a ‘hand-written’ stamp of **“60 Years of Soles and Stripes”** on the side sole, commemorating the anniversary of company founder Adi Dassler’s introduction of the iconic 3-stripes in 1949. **Embellished with a total of twelve 0.2 carat diamonds** inserted in between the medial-side of the trademark 3-Stripes, the classic black and white Superstar sneaker is also replete with Swarovski crystals on its tongue, lace locks and shoe lace caps. It also boasts a Swarovski-encrusted detachable metal tongue ornament that can also be worn as a pendant; Engraved above the Trefoil on the tongue’s pendant is the inscription **“The Brand With The 3-stripes”**. **Only 30 pairs of this special edition “Superstar 80’s Diamond” will be made available in Singapore.** Befitting of its luxurious Superstar counterpart, the matching **“Diamond Pack” T-shirt** also features 409 Swarovski crystals that make up the iconic adidas Trefoil logo – occasioning the dazzling ‘Diamond Pack’ as a grand shout-out to adidas Originals’ 60<sup>th</sup> anniversary.

			
<p>Hand-written <b>“60 Years of Soles and Stripes”</b> stamped on the side sole</p>	<p>Six 0.2 carat diamonds inserted in between the 3-Stripes, totalling twelve diamonds per pair.</p>	<p>The detachable metal tongue ornament outfitted with Swarovski crystals.</p>	<p>Swarovski crystals in-laid on the tongue (detachable ornament) and Trefoil lace locks.</p>

**adidas Originals 60<sup>th</sup> Anniversary ‘Diamond Pack’** is available now at adidas Originals Concept Stores (Pacific Plaza | 6238-6388 // Raffles City | 6339-7582).

For more information, please contact:

Sharon Wong // T: 6224-5502 // E: sharon@frontrowsingapore.com