

### **adidas Originals “Superstar Magic” film. *Friday, June 13, 2008***

For summer 2008, adidas Originals introduces the *Superstar Magic* web film, starring Dynamo, UK street magic phenom.

Dynamo is known in the UK as the Hip Hop magician. His style is a street sharpened mash up of music, raw attitude, and he employs an arsenal of illusions the world has never seen...he levitates, he makes his shoes tie themselves, and he can turn his sneaker into a vending machine, just to name a few! The UK native has gone from the street to the elite, stunning everyone from Jay Z and Snoop to Gwyneth Paltrow and Prince Charles.

The webfilm enables the viewer to traverse Miami for a week with Dynamo and his Superstars as he dazzles Miami locals with his unique brand of magic while exposing the city's rich, local flavor through the eyes of an Englishman on holiday. To truly capture all of Miami's essence, Dynamo visits Little Havana, the Arts District, South Beach, local's only hang-outs, and other areas off the beaten path, mesmerizing a wide cross-section of interesting people with his street magic. Winter Music Conference provided a rich backdrop of entertainers who were in town for the event including Rich Medina, legendary club DJ from Philly and Black Spade who were blown away by Dynamo's reality defying tricks.

The result is a 4 minute webfilm that captures Dynamo mystifying locals and tourists with his unique and original brand of street magic as he exposes the Originality that only a city as diverse and dynamic as Miami can offer.

## Information



The concept was written and produced by TAOW, A Modern Marketing Agency and directed by Rob Bruce (Laguna Beach, The Hills, etc). The film was scored by music label Om Records / Om: Hip Hop

The film launches digitally in the US on Friday, the 13<sup>th</sup> of June, 2008, as part of the *Celebrate Originality* campaign. Supported by a comprehensive on-line media rollout, at retail and print, this will be the largest adidas Originals campaign to date. The *Celebrate Originality* campaign launched online in February 2008, with the release of the Adi Dassler film. An inspirational piece, the film captured the authenticity of the brand and the spirit of its founder, Adi Dassler. Additional web films will follow to highlight key product stories and concepts throughout the year, including the Superstar film on June 13<sup>th</sup>.

The adidas Originals collection is represented by the Trefoil – the classic three-leafed logo introduced in 1972. Inspired by the 3-Stripes, it is a one-dimensional execution of a globe, with a triple intersection, symbolizing the diversity of the brand. Representing a fusion of sport authenticity and global street style, adidas Originals extends the brand's unique sports heritage creating an inspirational street fashion label for today's lifestyle consumer.

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