



Adidas: My Adidas

Listening Questions 1:

1. Who was the founder of Adidas?
2. What company was a fierce rival of Adidas?
3. What were the reasons for the three stripes?
4. In what 1962 event were Adidas shoes worn in every game?

Listening Questions 2:

1. What music group helped popularize Adidas products as street fashion?
2. What is one shoe model in the Adidas Originals line?
3. What is the logo of Adidas Originals called?
4. What does the Adidas Performance logo look like?

Transcript 1:

Two current global sports brands can trace their roots back to the Dassler Brothers Shoe Factory. Rudi and Adi Dassler went on to create Puma and Adidas, respectively, after they had a falling out.

Adidas was founded in 1949 and it was named after its founder (Adi + “das” from Dassler). Both companies were founded and are still headquartered in the small German town Herzogenaurach. Not surprisingly, Puma and Adidas became fierce rivals.

Adi Dassler designed shoes with the now-iconic three stripes for two purposes. One was to help the shoe keep its shape and the other was for style.

Adidas quickly became a popular brand for soccer shoes. In the 1962 World Cup in Chile, Adidas were worn by some players in all 32 games of the event.



Transcript 2:

Adidas started as a sports brand, but it has become a much more diverse brand since then.

In the 80s, the rap group Run-D.M.C. helped popularize Adidas shoes and track suits as street fashion by wearing those products while they performed. They even released a single titled “My Adidas.”

Adidas Originals is a line of products dedicated to street fashion. The line features several products from the company’s heritage such as Superstar basketball shoes and Stan Smith tennis shoes. Originals products use the company’s classic Trefoil logo. Adidas Sport Style consists of 4 product lines that focus on casual fashion and use a circular logo with three stripes.

Of course, the company still has a strong presence in sports shoes and apparel. Adidas Performance focuses on sports and its logo is a slanted version of the three stripes above the company name.