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One can recognize the clout that adidas has established early on, recalling the endorsement of the legendary rap group Run DMC in regards to their Superstar shell toe classic. Fans of revamped versions of original silhouettes continue to refill their prescriptions with the collections of adidas Originals sneakers carried at Millennium Shoes. The signature three-stripe brand has dominated contemporary reissues on classics as seen in the likes of the Gazelle 2, taking clues from trends in today's scene; such as the big logo effortlessly catching consumers' eyes.

Not scared of bold and edgy moves, adidas does not shy away from incorporating alternative fabrics and textures as seen with the Black Pack edition AR 2.0 high-top and the Gazelle low-top. These styles accentuate the individuality many sneaker enthusiasts establish with options and diversity. Further contributing to the variety, one must note the success of the adidas Skateboarding line of sneakers. The ultra-large tongued Busenitz is one in particular with noteworthy buzz, having already received a limited quickstrike edition serving as a success for its prevalence.

Consumer-focused marketing efforts continue to be implemented through social media outlets and campaigns such as the adidas White Space Project which has compelled women to create and present original pieces of their own interpretation of what the adidas brand embodies. They have taken to Tumblr, Pinterest, Facebook, Twitter, and Instagram in showing off original perceptions all around the world from fashion centers like Paris, New York, and Tokyo to name a few. Included are flashes of apparel and accessories donned by the world-renowned twins, Coco & Breezy, amongst a mix of other celebrity fashion icons and everyday fashionistas.

Today, the fashion-forward Jeremy Scott serves as the frontman in the expansion on adidas sneakers for men. His designs are laced with animal print, wings, plush dolls, and many other abstract objects that emanate from his ever-brilliant and creative mind. The JS Gorilla, laced with miniature apes on the tongues, has proven to be a delight for sneaker enthusiasts. Matching t-shirts that the Gorilla wears is just icing on the cake. Prepare for this fall to reveal an even more Crayola-esque collection including Chenille covered Wings that deliver the warm feeling of old time cartoons with crisp, modern accentuation.

Customers can always look forward to the fruit of the relationship between Millennium Shoes and adidas Originals that foster exclusive content such as sneak peeks at upcoming releases. Such is the case with the Orion 2; which blends nylon, faux leather, and vibrant colors producing a refreshing feel on retro shoes that went public as early as the 80's. They'll be released in Black/Red, Black/Yellow, and Blue/Black.

Those that want to take a break from the widely sought after Air Jordan Shoes (which are carried as well) can take home sole satisfaction with the selection of adidas on the shelves of local Millennium Shoes and the online store at Millenniumshoes. Sign up for the newsletter to receive updates, discounts, and more as time progresses towards the e-commerce website launch of the digital storefront of Millennium Shoes Inc.

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