

TRAILS CAN'T MAKE UP THEIR MIND.

WHEN YOU DON'T NOTICE YOUR
RUNNING GEAR YOU NOTICE THAT TRAILS
CAN BE PRETTY INDECISIVE. THEY TWIST,
THEY TURN. THEY GO UP AND DOWN
AND TWIST AND TURN AGAIN. IT'S GREAT
AND YOU NOTICE BECAUSE YOUR GEAR
IS DOING ITS JOB. THE ONLY THING TO WORRY
ABOUT IS WHERE THE TRAIL WILL LEAD YOU
NEXT. LEFT, RIGHT, MAYBE STRAIGHT AHEAD?
ADIDAS DESIGN - MADE FOR YOUR MOTION
ADIDAS.COM/RUNNING



IMPOSSIBLE
IS NOTHING



TRAILS KEEP YOU ON YOUR TOES.

YOU NEVER KNOW WHERE A TRAIL MIGHT LEAD YOU. THEY CONSTANTLY MAKE YOU GUESS. BUT THAT'S THE BEAUTY OF THEM. THEY ALLOW YOU TO REALLY FEEL YOUR RUN, WHICH IS MUCH BETTER THAN FEELING YOUR TRAIL GEAR BECAUSE WHEN YOU DON'T NOTICE WHAT YOUR GEAR IS DOING YOU NOTICE JUST HOW GREAT TRAILS CAN BE.

ADISTAR REVOLT - MADE FOR YOUR MORON
ADIDAS.COM/RUNNING



IMPOSSIBLE IS NOTHING

MUSCLES ARE EVIDENCE.

NEW MUSCLES ARE PROOF OF HOW FAR YOU'VE COME. THEY'RE PROOF OF YOUR COMMITMENT. THEY'RE PROOF OF YOUR RUNS. WITH EVERY RUN YOU FEEL MUSCLES THAT ARE GETTING STRONGER - MUSCLES THAT NEVER USED TO BE THERE. WHEN YOU DON'T NOTICE YOUR RUNNING GEAR ALL OF A SUDDEN YOU START TO DISCOVER A NEWER, PROUDER VERSION OF YOU.

ADISTAR RIDE - MADE FOR YOUR MOTION.
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IMPOSSIBLE IS NOTHING

THE CITY
OPENS
YOUR
EYES.

YOU SEE THE CITY DIFFERENTLY WHEN
YOU DON'T NOTICE YOUR RUNNING
GEAR. YOU NOTICE HOW IT FEELS. YOU
HOW IT SMELLS. HOW IT SOUNDS. YOU
EXPERIENCE YOUR RUN RATHER THAN
JUST GET IT OVER AND DONE WITH. YOU
ENJOY IT. WHEN THE STREETS ARE YOUR
TRAIL THAT CAN ONLY BE A GOOD THING.
ADISTAR RIDE - MADE FOR YOUR MOTION
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FAST FEELS EFFORTLESS. EASY. FAST FEELS BETTER
THAN SLOW. YOUR FEET HARDLY TOUCH THE GROUND.
IT FEELS SPECIAL. FEELS RIGHT. EVERYTHING JUST CLICKS.
WHEN YOU DON'T NOTICE YOUR RUNNING GEAR YOU
NOTICE THAT FAST REALLY DOES FEEL REALLY GOOD. YOU
NOTICE THAT FAST IS A STATEMENT MADE WITH YOUR FEET.
ADIZERO CS - MADE FOR YOUR MOTION
ADIDAS.COM/RUNNING

**FAST FEELS
GOOD.**



IMPOSSIBLE
IS NOTHING

THINGS YOU'LL NOTICE WHEN YOU DON'T NOTICE YOUR RUNNING SHOES.

Ever noticed how you only really notice your running shoes when they feel bad? When something's Not Quite Right. Not how it should feel. Not... Well, not good? When it feels good, your shoes are doing their job - which is good. Very good. Why? Because if means you won't notice them. Instead, you'll begin to notice other things.

For starters, you'll notice that you're no longer preoccupied. No longer worried. No longer annoyed. No longer "I'm going to throw these goddamn shoes out". You're relaxed. You're enjoying yourself. Enjoying running.

You'll notice little things. Like small changes in the weather: partially cloudy kind of days; really cloudy kind of days; just one little puffy cloud way, way off in the distance kind of days. You'll notice leaves changing colour. Leaves starting to fall. Leaves making a nice scrunchy kind of sound right beneath your feet.

You'll notice summer turning to autumn, autumn turning to winter, winter turning to spring, and before you know it, you'll notice it's summer once again.

You'll notice your breathing. You'll feel it. You'll feel when you're breathing really easily. Effortlessly. When you can hold a conversation. When can't.

You'll notice that you're more in tune with your body.

Running starts to feel right. You're running faster. Further. You realize that fast feels good. You realize you're doing long runs. You never used to do long runs. You never used to do short runs. You never used to run.

You'll notice that an hour can feel like five minutes.

You'll notice how sometimes your mind just totally drifts away. And sometimes it's blank. You'll notice that for the first time, in a long time, you've found time and space to think - or not. You'll notice how lost is a great place to be.

You'll also notice that you no longer notice that dodgy knee. Hip. Ankle. Back. Actually, you won't remember when you stopped noticing it?

You'll notice that you no longer make excuses.

But... you still won't have noticed your shoes. Still won't have noticed how they feel. How they run how you run. How they adapt to your running style. Adapt to your foot strike. Your heel to toe transition. Your toe-off.

You won't have noticed the ForMotion technology gently hugging your feet. Won't have noticed how it's made for your motion. Made for smoother running - more natural running - more you in control running.

But that's not all

You also won't have noticed how it cleverly adapts to the ground beneath you. Won't have noticed how it's literally jam-packed with all sorts of innovative technological goodness that's designed to help you notice how amazing a weekend trail run can feel. Goodness that helps you notice how amazing weaving your way through the Big Bad City can feel.

Goodness like...

...Injected high-and polyimide plates with the lowest possible friction properties to give you that smoothest of smooth rides! Goodness like rubber springs that add a touch of extra stiffness - stiffness that adds stability, taking the load off your precious knees.



IMPOSSIBLE
IS NOTHING

You're also unlikely to have noticed it's unique construction. It's geometry. It's 3D spherical plates providing maximum rotational movement.

That's okay, we forgive you.

However, you will notice what all these little Thermoplastic Polyurethane Ortholite Open Cell Structure Ethylene Vinyl Acetate Copolymer Weight Reducing Blister Preventing Rave Yellow Technological pieces of goodness do: help form a layer of protection between you and the world.

You'll notice how you feel like a new version of you. How your heightened senses thank you as they cartwheel around your body. You'll feel your blood ambitiously pumping as it carries more oxygen, at a faster rate, to more muscles, than it ever has before - muscles that were never there before. Muscles that are proof of all those early morning runs.

You'll feel your heart rate excitedly galloping along.

You'll feel your stomach bloated with butterflies. You'll feel goose bumps in your feet. And through the thick, nerves-filled air you'll see the starting line of your 1st, 2nd, 3rd, 10th marathon. You'll notice how you've never felt so happily scared in your life.

You'll feel at home. You'll feel proud.

And for the first time, you'll notice that you're truly capable of a lot more than you ever imagined possible.

You'll experience how running is meant to feel. And that will feel pretty darn good.

But more than anything else, you'll notice that when you don't notice your running shoes impossible really is nothing.

LOST
IS A GREAT
PLACE
TO BE.

ON THE WINDING TRAIL YOU FORGET
ABOUT EVERYTHING. WORK, WORRIES AND
THAT'S BECAUSE WHEN IN THE WORLD YOU ARE
IS WORKING IN PERFECT HARMONY WITH YOUR
BODY, YOUR MIND IS FREE TO WANDER OFF
IN ANY DIRECTION. AND LUCKILY FOR YOU
YOUR BODY TENDS TO FOLLOW.
SUPERNOVA ROT - MADE FOR YOUR MOTION.
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