### **Adi Dassler of Adidas**

Dassler’s shoemaking passion began in his mother’s washroom in a small town in Bavaria, Germany. It was there that Dassler began designing and cobbling shoes and decided he wanted to make the best possible sports shoe for athletes.

Dassler was committed to standing out in the market by gathering feedback from athletes about what they looked for in a shoe, what pain points could be improved on, and how they felt about his early models.

It was in year 1949 the first Adidas shoes with three stripes was registered.

Since then, Adidas has grown into an international brand known for high-quality athletic wear.