

The inspirational story

By Abdullah Khattab

Adi Dassler of Adidas



Some of today's biggest brands started with humble beginnings, and no one embodies this is better than Adidas founder Adolf "Adi" Dassler.

Where was the beginning and how?

Dassler's (1900-1978) shoemaking career began in his mother's washroom in a small town in **Bavaria, Germany**. at the end of



World War One, he learned the skills of a shoemaker *It was his passion, he wanted to make the best possible sport shoes for athletes.*

While there were plenty of shoemakers at the time, Dassler was committed to standing out in the market *by gathering feedback from athletes about what they looked*

for in a shoe, what pain could be improved on, and how they felt about early models.

This feedback allowed Dassler to craft an athletic shoe that was highly valued by his customers and gave him legitimacy when he registered “Adi Dassler Adidas



Sportshuhfabrik” (Sport Shoe Factory) in 1949 at 49 years old. **It was the same year the first shoe the soon-to-become-signature Adidas three stripes was registered.**

Dassler’s vision to create the best shoe for athletes proved itself in 1954 when the German national football team won the world cup final against the Hungarians- while wearing the new model of Adidas cleats.



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This victory made Adidas and its founder household name on football pitches everywhere.

Since then. Adidas has grown into an international brand known for high-quality athletic wear. Dassler’s story sheds light on the importance of listening to target customers about their dreams needs, and pain points.

Adi Dassler's secret to success had an additional personal ingredient; He met with athletes, listened carefully to what they said, and constantly observed what can be improved or even invented to support their needs.

The best of the best trusted Adidas and its founder from the beginning.

