

CREATIVE DIRECTION
EVAN SKOVRONSKY

PHOTOGRAPHY
MITCH RITTER

THE ADIDAS SAMBA



MODELS
ANNA JARA
PAIGE ALBERT
AARON WATERS

FIRST AD
ANNIE CATER

PRODUCTION DESIGN
TYLA FEIST



First produced in 1949, the Adidas Samba was created for football players training on icy, hard ground. Originally designed featuring the classic three stripes, as well as the gold trefoil on the foldable tongue. Through the years, the Samba evolved into the Samba Millennium and the Samba '85. The original Classic M. Adidas are still in production and have since become a classic soccer silhouette; still used today for training, street play, and futsal.

In recent years, the classic Samba has made a comeback. Showcasing its versatility and simplistic design, it has become a closet staple for more than just players. It has become a cultural icon and symbol. Today the shoe has a wide a range of colors, shoes, and styles. From the classic black or white, to the coveted Wales Bonner collaboration, the Samba's place in sports and streetwear will continue to be a pillar of Adidas's portfolio.

This booklet and its contents are a love letter to Adidas Samba's, and all the people who have found their personal style in them. Whether it be grunge, preppy, minimalist, or just classic.



TALENT
PAIGE ALBERT

SHOES
BLACK SAMBA OG



TALENT

AARON WATERS, ANNA JARA,
& PAIGE ALBERT

SHOES

BROWN WALES BONNER SAMBA

WHITE SAMBA OG

BLACK SAMBA OG





TALENT
PAIGE ALBERT

SHOES
SAMBA CLASSIC BLACK



TALENT
ANNA JARA
PAIGE ALBERT

SHOES
WHITE SAMBA OG
BLACK SAMBA OG





TALENT
ANNA JARA & PAIGE ALBERT

SHOES
WHITE SAMBA OG
BLACK SAMBA OG

TALENT
AARON WATERS, ANNA JARA,
& PAIGE ALBERT

SHOES
BROWN WALES BONNER SAMBA
WHITE SAMBA OG
BLACK SAMBA OG



Wales Bonner

With the first collection being released in Fall/Winter 2020, the Wales Bonner Adidas Collaboration has become a high fashion staple. By joining Bonner's Jamaican heritage and interest in Caribbean youth subcultures in London with traditional Adidas house designs, the final products are versatile shoes and clothing that speak to an underdeveloped audience.

Grace Wales Bonner launched her eponymous label in 2014, following her graduation from Central Saint Martins. Established as a menswear brand, Wales Bonner's soulful tailoring soon expanded to womenswear. In 2015, she was awarded Emerging Menswear Designer at the British Fashion Awards. In 2016, following her first solo runway presentation - Ezekiel, she received the LVMH Young Designer Prize. In 2019, Wales Bonner was invited by Maria Grazia Chiuri to collaborate with Dior to reinterpret their New Look silhouette for the Resort 2020 collection; shortly afterwards, she was announced the winner of the BFC/Vogue Designer Fashion Fund.

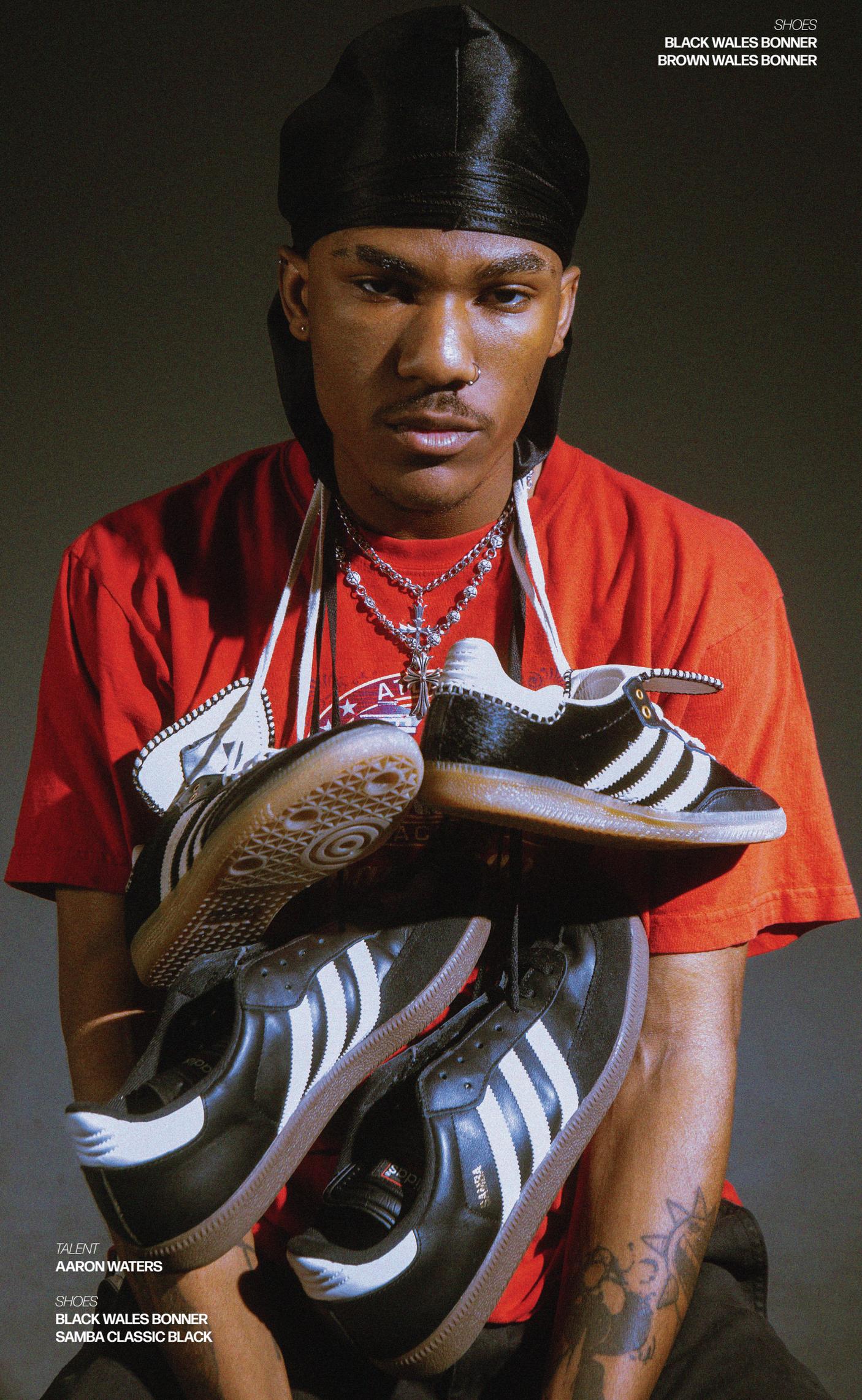
TALENT
AARON WATERS

SHOES
WALES BONNER SILVER SAMBAS



RIGHT
TALENT
PAIGE ALBERT
AARON WATERS

SHOES
BLACK WALES BONNER
BROWN WALES BONNER



TALENT
AARON WATERS

SHOES
BLACK WALES BONNER
SAMBA CLASSIC BLACK



TALENT
AARON WATERS

SHOES
WALES BONNER BLACK SAMBAS



RIGHT
TALENT
ANNA JARA

SHOE
**WALES BONNER BLACK
SAMBA**



Wales Bonner

THE ORIGINAL ADIDAS SAMBA



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