**ADIDAS SAMBA COLLECTION PRODUCT MANAGER Q&A**

***Antoine Hadjimanolis, Global Senior Product Manager, adidas Football***

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**What is the inspiration behind the Samba Collection?**

For Samba Collection, we took our inspiration from Brazil. The pack is colourful, energetic and full of character – just like Brazil! From the beaches of Bahia to the Carnival of Rio, our boots will use tones and palettes that you’ve never seen before on a football boot.

With 2014, Brazil’s World Cup year on the horizon, we wanted to take this significant moment, for football and Brazil, and turn it into an exciting range of boots. The launch of the Samba Collection is our first step on the road to the 2014 FIFA World Cup and it will add an explosion of colour to the pitch – you won’t be able to miss it!

The first time you will see the Samba Collection on pitch will be right ahead of the 2014 FIFA World Cup Play Offs as we finally find out which teams and players will make it to Brazil 2014.

**What can we expect from the Samba Collection?**

You can expect the same cutting edge product technology that goes into every adidas football boot. From a lightweight model to increased surface area, the boots will help with your speed, touch and control, and keep you at high intensity from the first minute to the last.

You will see high intensity colour, vibrant design and more attitude than ever before. The perfect way to start the World Cup celebration.

The colour will be high visibility and intensive as adidas players will shine and light up the pitch all over the world.

This is the most colourful pack of football boots ever launched!

**Which players will wear the Samba Collection?**

Some of the best Brazilian footballers will wear the boot including Alves, Oscar, Lucas Moura and Hernanes, as well as the world’s best: Leo Messi, Gareth Bale and Mesut Ozil.

The best players from every league in the world will wear the boot as energy and colour comes to the field of play like never before. It’s time to get bright.

**Which players should wear the Samba Collection?**

All types of players should wear the Samba Collection, we have a boot specifically designed for every player on the pitch – if you are a Speed player, the Samba f50 will suit your quick feet and explosive acceleration; if you enjoy running the play and pulling the strings, the Samba Predator Lethal Zones will give you more control and touch than ever before. If you are a box to box player, you will enjoy endless energy with the Samba Nitrocharge. Finally if you like a touch of class the new Samba adiPure 11Pro will be your weapon of choice.

The intensive colour ways and dynamic designs will give you high visibility so your team mates can pick you out and your bold play won’t go unnoticed.

For world class players, the Samba Collection is the ideal boot range – next stop, Brazil!

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