

adidas® ®
#STANSMITH

Endorsed by:



A black and white line-art portrait of Stan Smith, a tennis player, with his signature 'Stan Smith' written in cursive to the right of his face.

#STANSMITH

SPRING - SUMMER
2014

Since its debut as a tennis shoe , the Stan Smith has made its way from the court to the street, becoming one of adidas' best-selling shoes of all time. Removed from the shelves for the past few seasons, the Stan Smith returns more clean and green than ever. Made with highly sustainable and premium quality materials, the famous classic white version is reintroduced for SS14 with the three most iconic heel tab colors in January and color suede versions, dropping in March.

WHITE LEATHER

INSTORE: JAN 15 2014

COLOUR SUEDE

INSTORE: MAR 2014

SOME STYLES FADE OVER TIME, OTHERS ONLY GET BETTER.

The adidas Stan Smith shoe is one of the most iconic footwear styles in existence. Frequently voted a classic, since taking a break a few seasons ago its status as a shoe and cult icon has only grown. Uniting streetwear with high-end style, the Stan Smith model is one of the few truly unisex silhouettes out there. There are nuances for the experts, but it's a shoe for everyone. There's nothing nicer than a fresh pair out of the box, but they look incredible worn in too.

The ancient cliché of the simple shoe as a canvas rings true in this case - too often the terrace appreciation of adidas and the hip-hop affiliated, NYC-bred love of the 3-Stripes mark can run in completely different lanes, but with the Stan Smith shoe model, they merge, respecting the simplicity and versatility of the shoe.

Some would say the secret to the Stan Smith sneaker is two-fold. The Adi Dassler design philosophy of 'form following function' led to a simplistic design combined with functionality. Combining this with the tennis regulations of the time, lead to a white leather shoe that was pure in function, as well as, design. To this day the simple perforated stripe design not only gives the shoe a clean look, but also necessary breathability.

THE HISTORY

Simply put, since making its way from the tennis court to the streets, the Stan Smith shoe has grown to become the best selling shoe of all time with over 40 million pairs sold. That said, despite its design being so simple, the actual story of the Stan Smith isn't.

When growing American Tennis icon, Stan Smith, began wearing the world's first leather tennis shoes in 1971, they actually featured the name of a former French tennis player. After two successful seasons, with victories at both the US Open and Davis Cup events in '71 and Wimbledon in '72, the decision was made to officially re-christen the simple white leather silhouette to the Stan Smith and history was written, though even today, French-made editions remain a grail.

Following the name change in 1972 the new Stan Smith sneaker took the stage with Stan's name gracing the shoe box and his iconic silhouette image, scruffy long hair and all, added to the shoe's tongue.

In 1980, the Stan Smith shoe model really starting picking up steam, with units shipped globally, picking up subcultural followings. Still a basic white design with subtle Navy or Forest Green heeled options available, in the same year, the US introduction saw the palette of colors explode with Navy, Green, Red and Black leather uppers added to the mix (all, with 'Made In The USA' blazoned on the tongue). These unique styles, along with the Spanish-made oddities featuring a vast collection of Stan Smith shoes with a side-stitched logo, became immediate collectors items in '90's Japan.

The 90's saw a resurrection of all things old school, plus a reemergence of the Stan Smith shoes and the adoption of the shoe as part of street skating's new wave, which firmly placed the shoe in the lifestyle category. The shoe's reputation as a classic remained and some different variations on the market, like the Velcro fastening Stan Smith Comfort shoe that seemed to hit the Japanese style press with a vengeance in 1997, broadened the offerings.

Over the years, the Stan Smith shoes has been interpreted and reinterpreted with a variety of styles and looks taking the design into a variety of unique iterations, but the classic design of the Stan Smith sneaker has shone through every tweak and modification, and is still as iconic today as it was over 40 years ago.

RIVALRIES & IMITATIONS

As the accredited Best Selling Shoe of All Time, it's little surprise that there are imitators, but no one has managed to top the ideal of tennis shoe design.

From high fashion to commercial outlets, imitations of the Stan Smith shoe's simplicity and design are everywhere, yet no one has managed to top the timeless design to date.

42 years on, the adidas Stan Smith shoe still remains ageless. For all the remixes, restorations, variants, rarities and countries of origin, the Stan Smith shoe is a true Original.













Stevie
Smith



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