# adidas Originals by Jeremy Scott SS14

The Spring Summer 2014 collection celebrates the decade long collaboration between legendary designer Jeremy Scott and adidas. While the collection cements the creative relationship between the two, Scott refuses to rest on his laurels. Instead, the New York-based designer pushes ahead with his luxury sportswear vision and, as per usual, the focus lies on bold colours, qualitative fabrics and intricate prints. Scott’s signature design is visible throughout  the XX\* piece collection, and one of the key themes for SS14 is the pearl embroidery tradition from London. The ‘Pearlies’, a nick name for East End street traders wearing suits decorated with pearl buttons, emerged in the late 18th century and peaked in the 1970s. For SS14, Scott put hand-stitched pearl buttons on heavy weight jackets and matching tracksuit bottoms with bondage details.

Scott is also sticking to the UK with his SS14 prints – and incorporating himself into the mix. All-over adidas logo prints are crowned with a digital photo print of Scott with a Union Jack face paint. Moving back to the US, Scott also honours his classic American sportswear heritage by offering a cropped and colourful football jersey with all-over haberdashery details and plastic numbers with two-tone gel inside, and a baseball shirt with all-over lace versions in monochrome tones and a grosgrain trim and satin-stitched adidas logo.

Other main pattern themes include the winged dollar sign, florals and leopard prints. All of them classic Jeremy Scott patterns, they have been updated to fit the Spring Summer 2014 aesthetic. Colour-wise Scott re-focuses on the neon palette, either with a bomber jacket in yellow or perforated mesh tops and shorts in orange and green shades. For the bottom half, Scott revitalises the shorts silhouette; denim hot pants with orange velcro belt and the jogger sweat pant with full length sleeves attached to the sides dominate the category.

The SS14 footwear delves into luxury streetwear with the JS Instinct style appearing with a rainbow effect on a premium Italian leather, and the classic Rod Laver shoe model showing up in gold hues and lace jewellery. Newcomers include the TALL BOY shoe model, which – as the name indicates – is big in both size and ambition.

Scott’s UK inspiration also colours the footwear through a bold Union Jack print on the adidas Letter Instinct trainer, which also comes in a leopard print. While the JS Profi Wedge shoe model continues the lace theme, the JS Wings Easy Five style comes in premium smooth gold leather for women, and the iconic Bones trainer is back with multi-coloured leather and gold Trefoil logo in the font, perfectly summing up not only the key themes for SS14 but also the core design DNA of the Jeremy Scott x adidas brand.

Select adidas Originals by Jeremy Scott product available at adidas Originals stores in Canal Walk and the V&A Waterfront in Cape Town, and Menlyn Park Shopping Centre in Pretoria.

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