



Information

adidas Originals KAMANDA SS18

KAMANDA, the new premium and exclusive SS18 silhouette from adidas Originals, takes its inspiration from the brand's extensive archive training silhouettes while simultaneously boasting a modern design language and exclusive features, such as a brand- new tooling.

The KAMANDA is influenced by the energy, attitude and values of the Terrace movement Football Casuals of the 1980s. Fuelled by an extreme passion for the game of football and a fierce sense of loyalty to their community, fans bonded over a classic sportswear aesthetic that allowed them to develop new and unique looks based on their individual styles.

The Football Casuals also referred to as the Terrace movement was born out of an alternative point of view on society and a desire to establish status and individuality and stay away from mainstream style values. The KAMANDA shares that ambition, firmly aligning itself with the global counter- cultures of today.

The nubuck upper is matched by the KAMANDA translucent gum cup sole, another subtle nod to the classic Terrace footwear of the 80s. The KAMANDA also features EVA drop -in for comfort, a suede foot bed and a rear quarter leather lining. The textured and progressive mesh tongue construction and over-laid laces add to the KAMANDA unique design aesthetic.

adidas Originals singled out the iconic adidas Samba OG style from its archive when creating the KAMANDA, but the trainer is not just an ode to the past: it's born from the brand's roots in sport and informed by contemporary design and driven by adidas' ongoing commitment to evolve.



Information

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