

adidas Originals and Wales Bonner Present their Spring Summer 2022 Collaborative Collection

Herzogenaurach, May 30th, 2022 adidas Originals and Wales Bonner return to present their Spring Summer 2022 collection. Continuing to explore and respond to the sportswear brand's vast archive, for its fourth season the creative partnership focuses on styles from the 1970s and 80s. The offering draws on Wales Bonner's research into the music and photography of Burkina Faso, West Africa, in these decades, and pays homage to creative energy and individuality of style.

The latest adidas Originals by Wales Bonner collaboration reimagines key looks through the lens of music and movement and blends textures, silhouettes and graphic prints. This season adidas Originals and Wales Bonner introduce athletic jacquard knitwear and a new Seventies-inspired take on the classic WB Track Top and Track Pants. The colour palette is bold and joyful, with a trio of colours appearing across the offering: primary red, sun yellow and pale pink.

The footwear offering similarly reimagines iconic adidas styles through Wales Bonner's distinctive lens, emphasising soulful and elegant comfort. The collection presents two elevated riffs on the adidas Country silhouette and sees the return of the WB Samba sneaker, a highlight of the inaugural collection – in two bright color updates.

Shot by photography duo Jalan and Jibril Durimel and styled by Tom Guinness, the collection is brought to life by a vibrant campaign that celebrates togetherness and connection.

The adidas Originals by Wales Bonner Spring/Summer 2022 collection is available globally on June 4th on Confirmed and through select retailers.

adidas.com
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About WALES BONNER:

Wales Bonner proposes a distinct notion of cultural luxury that infuses European heritage with an Afro Atlantic spirit.

Launched by Grace Wales Bonner following her graduation from Central Saint Martins in 2014, the label is informed by broad cultural research and embraces a multiplicity of perspectives. Established as a menswear brand, Wales Bonner's soulful tailoring soon expanded to womenswear. Grace Wales Bonner has received numerous awards including Emerging Menswear Designer at the British Fashion Awards

(2015), the LVMH Young Designer Prize (2016), Winner of the British Fashion Council/ Vogue Designer Fashion Fund (2019) and CFDA International Men's Designer of the Year (2021).

Wales Bonner stockists include Matchesfashion.com, Selfridges, Net-a-Porter, Mr. Porter, Bergdorf Goodman, Saks 5th Avenue, Nordstrom, Dover Street Market International and Boon the Shop.

About adidas Originals:

Inspired by the rich sporting heritage of adidas – one of the world's leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand's legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.