

**adidas Originals and Wales Bonner Present Spring/Summer 2023:**

**Land of Wood and Water**

**Herzogenaurach, June 8th, 2023:** This season, adidas Originals and Wales Bonner continue their ongoing collaborative partnership with the Spring/Summer 2023 collection. Venturing across a considered suite of reference points, the central focus switches to the Caribbean as the British designer adroitly explores the Trefoil’s lasting presence within Jamaican culture.

The latest unisex collection reimagines vintage silhouettes through elevated material compositions and refreshing color palettes. Drawing on the nation’s awe-inspiring landscape and environment, the collection features a matching light teal nylon tracksuit, signature tracksuit in elevated knit construction, striking silver anorak with matching shorts, and the introduction of a Jamaican icon in the form of a Harrington jacket and flared trouser set. Other highlights include a toweling top and shorts set, knitted geometric patten roll neck, knitted sweater vest, neutral sweater sweatpant set, and two vibrant short-sleeve cotton t-shirts.

The footwear offering, meanwhile, sees Wales Bonner reimagine two archival adidas classics. Staying true to the collaboration’s legacy of elevated details and unexpected touches, the instantly iconic WB Samba returns in two distinct makeups: one in a neutral color palette with a nubuck upper and leather stripes, the other coming replete with a silver leather upper and crochet stripes. In addition, the WB SL72 Knit sees the British designer recontextualize the retro adidas runner with a knitted upper, and arrives in two distinct colorways which pay homage to Jamaican culture.

Captured by photography & directorial duo Jalan and Jibril Durimel, the collection is brought to life by a campaign that extends the visual language of previous seasons, telling a celebratory story of people, place, and home. Evoking an ethereal scene, the stills and short film bring to life a spirit of Jamaica – traversing the land of wood and water, for a narrative rich in expression and style. Styled by Tom Guinness – a renowned British talent and long-time collaborator of Wales Bonner – the campaign mixes traditional portraiture with dreamlike documentary imagery, highlighting the intersection of place and cultural identity. A collective triumph, the visuals center the intimate connections between landscapes, nature, and people to create an evocative sense of freedom, community, and togetherness.

The adidas Originals by Wales Bonner Spring/Summer 2023 collection is available globally on June 9th at adidas.com, via Confirmed, and through select retailers.

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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), CFDA International Men's Designer of the Year (2021) and Independent British Brand at the Fashion Awards (2022).

In 2019, Grace was invited by Maria Grazia Chiuri to collaborate with Dior to re-interpret the house's New Look silhouette for its Resort 2020 collection. In the same year, she curated an institutional exhibition, A Time for New Dreams, at Serpentine Galleries, London. Grace is Head of the Department of Fashion Design at the University of Applied Arts, Vienna.

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.