**adidas Originals and JJJJound Take it Back to Scheinfeld**

**with Two Collaborative Takes on the Samba**

**Herzogenaurach, March 20th, 2024 -** An organic meeting of minds, this March, adidas Originals and the Montreal-based design studio, JJJJound, kick off their new collaborative partnership with two takes on the iconic Samba, crafted in the brand’s Scheinfeld factory in Germany. Inspired by shared values, the inaugural collection sees the design studio bring its inimitable lens to one of the Trefoil’s most recognizable silhouettes.

First launched by Justin R. Saunders in 2006 as a digital mood board, for nearly two decades, JJJJound has garnered a reputation as culture’s timeless tastemaker. Situated in Montreal, the platform has grown into a collaborative design studio that aims to inspire far beyond the design community.

In quintessential JJJJound fashion, the signature Samba sneaker receives a premium leather update in two colourways – black with white stripes and white with black stripes. More than meets the eye, however, each pair is dutifully crafted with the highest levels of attention to detail and elevated with carefully considered touches including co-branded sock liners and custom vintage hang tags. Focussing on the spirit of craftsmanship that has come to symbolize the Montreal collective’s work, each pair is crafted in adidas’ Scheinfeld factory by dedicated artisans and arrives in a co-branded box with JJJJound tissue paper.

Accompanying the launch of the two Samba sneakers is a carefully considered campaign that pays homage to those that have transformed the collaborative concept into reality. Here, a series of behind the scenes images and films dutifully spotlight the skilled craftsmanship of the Scheinfeld factory artisans.

A story of craft and authenticity, the first delivery from the Adidas Originals by JJJJound partnership arrives on March 27th. The black colorway will be available exclusively on JJJJound.com, while the white colorway will be available on CONFIRMED and on JJJJound.com.

**About JJJJound**

JJJJound launched in 2006 as a digital mood board intended to examine the recurring patterns in timeless design.

With thousands of curated images, the color-coordinated visual stream of consciousness has become a global mainstay and reference for the design community.

Since its inception, JJJJound has grown in the last decade into a collaborative design studio that aims to inspire through multiple channels; through fabrication of items with purpose and longevity, through the design and construction of meaningful physical environments, and through the continued curation of its digital platform.

In addition to its own projects, JJJJound has worked in collaboration with numerous established artists and brands to extend its strong design ethics.

Located in Montreal Canada, the design studio is operated by founder Justin R. Saunders.

**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 the 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.

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