# Adidas and LABRUM debut Africa Day-inspired Superstar sneaker for FW24 season



adidas has partnered with LABRUM to launch a compelling rendition of its iconic Superstar sneaker model, marking an ongoing collaboration that will debut in the Fall/Winter 2024 season. This partnership aims to celebrate Africa Day, observed on 25 May, embodying a tribute to the rich cultural diversity of the continent. The sneakers feature a low-top silhouette crafted from black aniline leather, enhanced by Africa-inspired design elements that reflect both contemporary and traditional aesthetics.

The shoe's standout features include a leather shell toe accompanied by a three-dimensional lining, alongside a vibrant Pan-African flag colour scheme integrated into the Three Stripes on the medial side. Completing the look is an embroidered Nomoli figure on the tongue, symbolising prosperity and strength, which has deep cultural significance. LABRUM's founder, Foday Dunbuya, emphasises the importance of this collaboration in expressing themes of interconnectedness and shared heritage through fashion.

This collaboration is notable not only for its aesthetics but also for its commentary on current cultural narratives in the sneaker industry. The merging of LABRUM’s design ethos with adidas exemplifies a trend where brands are increasingly infusing cultural storytelling into their footwear lines. This strategy resonates particularly well with consumers who seek authenticity and wish to wear products that tell a story or celebrate specific heritages.

In broader industry conversations, similar collaborations highlight the trend of incorporating localized designs into sportswear. For instance, adidas has also partnered with Arsenal to create an African-inspired away kit for the 2024/25 season. This kit features a striking black shirt adorned with white zig-zag graphics, representing movement, flow, and a celebration of the club’s ties to its African diaspora supporters. Such initiatives reflect a growing movement in fashion that seeks to honour cultural diversity while appealing to a global audience.

Moreover, brands are exploring innovative themes within the luxury sector. For instance, the Atlanta-based 404 Collective recently introduced a '404 Day' Superstar sneaker that pays homage to the city’s hip-hop legacy, evidencing how urban culture and regional pride are increasingly shaping design choices in high-profile collaborations. Similarly, the recent collaboration between BAPE and adidas, set for release in 2025, showcases the blend between street culture and premium branding, characterized by unique asymmetrical designs and bold embellishments.

As collaborations between fashion brands and culturally significant themes continue to gain traction, they offer both an opportunity for storytelling and a pathway to engage consumers more meaningfully. In an ever-evolving marketplace, adidas and LABRUM's upcoming release not only celebrates unique cultural narratives but also underscores a larger trend that bridges fashion, heritage, and community engagement in innovative ways.

## Reference Map:

* Paragraph 1 – [[1]](https://www.trendhunter.com/trends/superstar-sneaker-model), [[2]](https://www.trendhunter.com/trends/labrum-and-adidas)
* Paragraph 2 – [[1]](https://www.trendhunter.com/trends/superstar-sneaker-model), [[5]](https://sneakerbardetroit.com/bape-adidas-superstar-2025/)
* Paragraph 3 – [[3]](https://supersport.com/tennis/general/news/e159250d-4b95-4efe-878e-da3a0cf173d8/adidas-and-arsenal-collaborate-with-labrum-london-for-african-inspired-2024-25-away-kit), [[4]](https://www.forbes.com/sites/cassellferere/2025/04/04/404-collective-and-the-athletes-foot-collaborate-on-404-adidas-shoe/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.trendhunter.com/trends/superstar-sneaker-model> - Please view link - unable to able to access data
2. <https://www.trendhunter.com/trends/labrum-and-adidas> - Labrum and adidas Originals have collaborated to create a new iteration of the Samba sneaker model, unveiled during London Fashion Week in September 2023. The design honors West African cultural themes, featuring Mende and Temne mask prints and the Nomoli figurine, symbolizing freedom of movement and expression. Founder Foday Dunbuya emphasized the interconnectedness of humanity through this collaboration. ([trendhunter.com](https://www.trendhunter.com/trends/labrum-and-adidas?utm_source=openai))
3. <https://supersport.com/tennis/general/news/e159250d-4b95-4efe-878e-da3a0cf173d8/adidas-and-arsenal-collaborate-with-labrum-london-for-african-inspired-2024-25-away-kit> - Adidas and Arsenal have partnered with Labrum London to design an African-inspired away kit for the 2024/25 season. The black shirt features a white zig-zag graphic, representing movement and flow, and incorporates traditional Pan-African colors. The design celebrates Arsenal's connection to its African diaspora supporters. ([supersport.com](https://supersport.com/tennis/general/news/e159250d-4b95-4efe-878e-da3a0cf173d8/adidas-and-arsenal-collaborate-with-labrum-london-for-african-inspired-2024-25-away-kit?utm_source=openai))
4. <https://www.forbes.com/sites/cassellferere/2025/04/04/404-collective-and-the-athletes-foot-collaborate-on-404-adidas-shoe/> - Atlanta's 404 Collective, in collaboration with The Athlete's Foot and adidas, introduced the '404 Day' Superstar sneaker. The design pays homage to Atlanta's hip-hop culture and sports legacy, featuring red bottoms symbolizing 'Black Hollywood,' gold grill accents, and snakeskin leather stripes. The collaboration celebrates Atlanta's creative spirit and community pride. ([forbes.com](https://www.forbes.com/sites/cassellferere/2025/04/04/404-collective-and-the-athletes-foot-collaborate-on-404-adidas-shoe/?utm_source=openai))
5. <https://sneakerbardetroit.com/bape-adidas-superstar-2025/> - BAPE and adidas are set to release two new versions of the iconic Superstar silhouette in 2025. The collaboration features BAPE's signature camo pattern, with asymmetrical designs showcasing adidas' Three Stripes on one shoe and BAPE's shooting star logo on the other. Gold branding on the tongue and heel tabs adds a premium touch. ([sneakerbardetroit.com](https://sneakerbardetroit.com/bape-adidas-superstar-2025/?utm_source=openai))
6. <https://sneakerbardetroit.com/atmos-bape-adidas-superstar-25th-anniversary/> - To commemorate its 25th anniversary, atmos collaborated with BAPE and adidas on a special Superstar pack. The first design features BAPE's greyscale ABC Camo across the upper, paired with a faux-aged shell toe and off-white sole. The second design showcases a black leather upper with an embossed camouflage pattern, highlighted by gold details and co-branded elements. ([sneakerbardetroit.com](https://sneakerbardetroit.com/atmos-bape-adidas-superstar-25th-anniversary/?utm_source=openai))
7. <https://sneakerbardetroit.com/pharrell-adidas-superstar-92-release-date/> - Pharrell Williams and adidas have reimagined the iconic Superstar silhouette with the Superstar 92. Inspired by '90s skate shoes, the design features an exaggerated build, oversized shell toe, and thick midsole. The collaboration is available in two colorways: White/Black with pastel pink laces and Black/Cream with bold yellow laces. ([sneakerbardetroit.com](https://sneakerbardetroit.com/pharrell-adidas-superstar-92-release-date/?utm_source=openai))