# Grace Wales Bonner and Adidas unveil culturally rich Spring/Summer 2025 collection inspired by Caribbean heritage



The collaboration between renowned designer Grace Wales Bonner and Adidas has once again yielded a stunning collection for the Spring/Summer 2025 season, set to launch on May 28th. This eagerly anticipated line showcases an impressive array of footwear and apparel that seamlessly fuses high fashion with sportswear ethos. Featuring signature silhouettes like the WB Karintha, the WB Superstar Hi, and the WB Adilette sandal, the collection also introduces a complementary range of clothing including lightweight anoraks, shorts, polo tops, and tracksuits. Collectively, these elements reflect the duo's ongoing commitment to investing in sophisticated minimalist designs intertwined with athletic functionality.

Wales Bonner's previous collaborations with Adidas have significantly influenced both the fashion and sportswear landscapes. Since launching her eponymous brand in 2014, Bonner has anchored her design philosophy in cultural storytelling, drawing on her British and Jamaican heritage. Notably, her reinterpretation of iconic styles, including the classic Samba sneaker, has not only rejuvenated demand but has also showcased her artistic depth, which extends beyond traditional menswear into womenswear and accessories. This cross-disciplinary approach, alongside her exploration of cultural narratives, positions her as a monumental figure in contemporary fashion.

The Spring 2025 collection, revealed during Men's Paris Fashion Week, ventures into inspired territory by exploring the work of Trinidadian textile designer Althea McNish. Bonner’s garments, adorned with vibrant prints, depict a rich visual narrative reflecting McNish's influence. Complementing her innovative use of textiles, the footwear includes sequined Adidas Samba sneakers, perfectly encapsulating the glamour of Caribbean nightlife. The collection illustrates Bonner’s ability to invoke a sense of place and culture, a hallmark of her design practice recognised by industry critics as intellectually rigorous yet deeply relatable.

Adidas's partnership with Wales Bonner exemplifies a growing trend in the fashion industry where luxury sportswear blurs the lines between athletic wear and high end fashion. This trend has given rise to a hybrid market, appealing to a diverse consumer base that values both style and practicality. The strategic release of capsule collections, such as this one, not only engages consumers with fresh designs but offers a sustainable alternative to fast fashion, encouraging a more thoughtful approach to wardrobe investments.

Furthermore, the launch will occur through a direct-to-consumer model, reinforcing the increasing importance of online platforms in connecting brands with fashion-savvy audiences. By eliminating traditional retail intermediaries, these collaborations not only enhance accessibility but also allow brands to maintain a closer relationship with their clientele.

As Wales Bonner prepares for a decade of impactful work, including a significant anniversary show in Paris in June 2025, her trajectory within the fashion world signals an ongoing commitment to bridging the realms of art, music, and cultural heritage. This latest collaboration with Adidas is not merely a seasonal offering but an emblem of her vision, merging aesthetic beauty with cultural resonance, reaffirming her role as an influencer who intends to enrich the broader conversation around fashion.

In conclusion, the partnership between Wales Bonner and Adidas for the Spring/Summer 2025 collection serves as a testament to the evolution of contemporary fashion. Through their convergence of high fashion and functionality, they present not just products, but a narrative that insists upon a deeper consideration of cultural influences in design.

## Reference Map:

* Paragraph 1 – [[1]](https://www.trendhunter.com/trends/wales-bonner-and-adidas-1), [[4]](https://www.highsnobiety.com/p/wales-bonner-spring-summer-2025-adidas-samba/)
* Paragraph 2 – [[1]](https://www.trendhunter.com/trends/wales-bonner-and-adidas-1), [[2]](https://www.ft.com/content/ffff22da-0c49-4945-a7bc-cfbdac5ac3b0), [[5]](https://news.adidas.com/grace-wales-bonner/adidas-originals-and-wales-bonner-present-spring-summer-2024--the-rift-valley-runners/S/5018b5b1-f841-4edd-a9d9-589d2cf299e4)
* Paragraph 3 – [[3]](https://www.vogue.com/fashion-shows/spring-2025-menswear/wales-bonner), [[6]](https://www.vogue.com/article/grace-wales-bonner-on-her-polished-and-soulful-new-adidas-originals-collection)
* Paragraph 4 – [[2]](https://www.ft.com/content/ffff22da-0c49-4945-a7bc-cfbdac5ac3b0), [[7]](https://www.sneakerfreaker.com/releases/wales-bonner-adidas-spring-summer-2025-price-buy-release-date/)
* Paragraph 5 – [[1]](https://www.trendhunter.com/trends/wales-bonner-and-adidas-1), [[4]](https://www.highsnobiety.com/p/wales-bonner-spring-summer-2025-adidas-samba/), [[3]](https://www.vogue.com/fashion-shows/spring-2025-menswear/wales-bonner)

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

## Bibliography

1. <https://www.trendhunter.com/trends/wales-bonner-and-adidas-1> - Please view link - unable to able to access data
2. <https://www.ft.com/content/ffff22da-0c49-4945-a7bc-cfbdac5ac3b0> - Grace Wales Bonner, a London-based fashion designer, has significantly influenced contemporary fashion through her culturally rich and research-driven design philosophy. Known for integrating Black culture and hybridity, she launched her eponymous brand in 2014 after graduating from Central Saint Martins. Her collaboration with Adidas Originals, which began in 2020, has been particularly impactful, playing a major role in the resurgence of the iconic Samba sneaker. Her unique reinterpretations sparked massive demand, contributing to Adidas's financial turnaround after 2023. Wales Bonner’s design ethos is rooted in academic depth, spiritual research, and cultural storytelling, reflected not just in her collections but also through her curatorial work and scholarly initiatives. Beyond menswear, she has expanded into womenswear, tailoring, shoes, and jewelry, growing her brand’s global presence with over 100 stockists and a strong direct-to-consumer channel. With a ten-year anniversary show slated for Paris in June 2025 and ambitions like upcoming listening events and possibly opening a store, Wales Bonner continues to bridge fashion with art, music, and cultural heritage—quietly, thoughtfully, and profoundly influencing the industry.
3. <https://www.vogue.com/fashion-shows/spring-2025-menswear/wales-bonner> - Wales Bonner's Spring 2025 menswear collection draws inspiration from the archive of Althea McNish, a Trinidadian-born British textile designer. The collection features vibrant prints and textures, with garments such as camp collar shirts and skirts adorned with McNish's designs. The footwear includes black-sequined Adidas sneakers and a cropped black heavy nylon workwear ensemble. The collection also introduces more womenswear, including a perforated stretch knit tank dress and a net-sheathed monochrome print dress. The Adidas collaboration includes a high-top suede version of the classic scallop-toe Superstar, showcasing Wales Bonner's talent for transformative design interventions.
4. <https://www.highsnobiety.com/p/wales-bonner-spring-summer-2025-adidas-samba/> - Wales Bonner's Spring/Summer 2025 presentation during Men's Paris Fashion Week unveiled another collaboration with Adidas Originals. The collection includes sparkling Adidas Samba sneakers covered in sequins, inspired by the nightlife in Caribbean cities. Other footwear includes the Country Low in khaki suede and black and white leather, and a deconstructed Superstar Hi-top in suede. The apparel features leisurewear silhouettes for both men and women, continuing the successful partnership between Wales Bonner and Adidas since 2020.
5. <https://news.adidas.com/grace-wales-bonner/adidas-originals-and-wales-bonner-present-spring-summer-2024--the-rift-valley-runners/S/5018b5b1-f841-4edd-a9d9-589d2cf299e4> - Adidas Originals and Wales Bonner present the Spring/Summer 2024 collection, inspired by the legacy of East African runners. The collection recontextualizes archival running looks with elevated materials and expressive patterns. The refined apparel includes bright tracksuits, running singlets reimagined for a lifestyle context, and khaki outerwear pieces. Footwear offerings include reworked SL 76 models in two colorways, classic Samba silhouettes, and the Samba Millennium in distinct makeups. The campaign features world-class Adidas runners and references archival sports advertising campaigns.
6. <https://www.vogue.com/article/grace-wales-bonner-on-her-polished-and-soulful-new-adidas-originals-collection> - Grace Wales Bonner's latest collaboration with Adidas Originals features a cream croc-embossed leather Superstar sneaker with deep blue stripes. The accompanying campaign, captured by Renell Medrano, brings the collection to life in Harlem, featuring professional skaters Carlisle Aikens and Kader Sylla. The collection launches globally on 24 October at Adidas.com, Walesbonner.com, and selected retailers including Net-a-Porter, Ssense, Mytheresa, and Doverstreetmarket.com.
7. <https://www.sneakerfreaker.com/releases/wales-bonner-adidas-spring-summer-2025-price-buy-release-date/> - Wales Bonner and Adidas continue their fruitful partnership with the Spring/Summer 2025 collection, focusing on Trefoil icons. The highlight is the sequin-adorned Gazelle-inspired sneakers with black sparkly uppers, iced-out midsoles, and brown finishings. The collection also includes a premium suede-adorned Shelltoe. No release dates have been announced yet, but updates will be provided on Sneaker Freaker.