Stella McCartney creates first vegan football boot with Adidas and Paul Pogba

By Sandra Halliday - 25 October 2021

Stella McCartney and Adidas have worked together to produce the sports giant’s first 100% vegan football boot. The Paul Pogba x Adidas by Stella McCartney Predator Freak is a limited-edition, gender-neutral shoe.

The company and the designer linked with the World Cup winner and Manchester United star on the boots that they said combine the “distinct design, innovation and sustainable values of Stella McCartney with the expressive style and elite performance requirements” of Pogba.

They added that the development grew out of a conversation between Pogba and McCartney as part of Adidas’s The Huddle content series back in May 2020. Hosted during lockdown, their Huddle “not only revealed their mutual passion for fashion, sport and brand-building, but also served to sow the seeds for this pioneering football-fashion co-creation”.

The boots come with a white Primeknit upper adorned with leopard and Earth Protector graphics. Adidas Demonskin rubber spikes have been calibrated by a “computer algorithm to afford improved ball control and swerve”.
There’s also signature Adidas Stella McCartney detailing such as an opalescent finish and an ombré rainbow mirror metallic plate and heel logo – the first time a football boot has carried this feature.

The two models retail at €250 and €280 with a limited number available exclusively via the Adidas app now. They’ll also be at selected retailers from November 1.

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