

# PLAYBOOK



PLAYBOOK  
SEPTEMBER 2023







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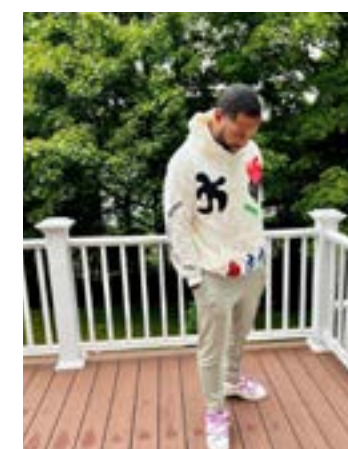
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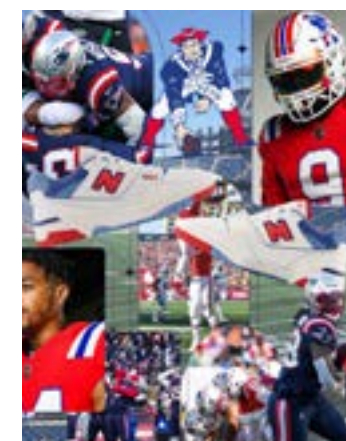


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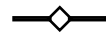
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# NEW DYNASTY

England

"It's not all about talent. It's about dependability, consistency, and being able to improve. If you work hard and you're coachable, and you understand what you need to do, you can improve."\*

Bill Belichick

EDITOR IN CHIEF  
JULIE RÉGÉ

How can we talk about the NFL without mentioning the legendary New England Patriots franchise?

A member of the most important dynasties in sport, the Massachusetts team serves as a benchmark when it comes to champion mentality.

Led to the top by the most famous QB in the world, the Patriots have had a makeover following the departure of the legendary Tom

Brady.

If the shadow of TB12 still looms, Belichick's men will have to find their way back to the top and with style.





SHOPPING



NIKE



AVAILABLE ON [FANATICS](#)

WEAR BY ERIN ANDREW



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FANATICS



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FALL

# Autumn In New England

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STARTER



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NIKE



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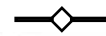
MITCHELL & NESS



AVAILABLE ON [FANATICS](#)







MATTHEW SLATER

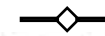
JONATHAN JONES

TRENT BROWN

MYLES BRYANT

JOSH UCHE

KENDRICK L BOURNE



MACK WILSON  
SR

DAVON GODCHAUX

DANEL EKUALE

JALEN MILLS

CARL DAVIS JR

JA'WHAUN BENTLEY





OFFICIALLY LICENSED  
NFL  
PRODUCT

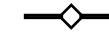


OFFICIALLY LICENSED  
NFL  
PRODUCT





1. Hoodie - 47 Brand [135\\$](#) / 2. Jeans - Nudie Jeans [160€](#)  
3. Baskets - Nike [139.99€](#) / 4. Hat - 47 Brand [22\\$](#)



1. Jacket - Starter [140\\$](#) / 2. Top - Courrèges [220€](#) / 3. Jeans -  
Anine Bing [230€](#) / 4. Baskets - New Balance [150€](#) / 5. Bag -  
Tod's [850€](#)

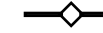




# FRANCHISE PLAYER



KEION WHITE



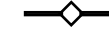
ROOKIE YEAR

1. POLO RALPH LAUREN - Cardigan [290€](#) / 2. STADIUM GOODS - T-Shirt [7€](#) / 3. CARHARTT WIP - Pant [100€](#) / 4. SEBAGO - Shoes [245€](#) / 5. CHIMI - Sunglasses [123€](#)





02.03.2023



## THE NFL AND OVO TEAM UP FOR A FIRST COLLECTION



Drake's lifestyle brand, October's Very Own, is now collaborating with the NFL for the first time ever, offering an officially licensed capsule collection featuring clothing for certain teams.

Ahead of the collection's release, OVO released a campaign shoot featuring Lil Wayne representing the Green Bay Packers and Griselda rapper Benny the Butcher representing the Buffalo Bills.



© PHOTOS CREDITS : INSTAGRAM OVO

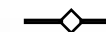
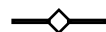
Celebrating the Canadian roots of partnership, Canadian NFL players Jevon Holland, Safety for Miami Dolphins and Neville Gallimore, Defensive Tackle for the Dallas Cowboys, are also showcasing the collection on their social media channels.

The series features letterman jackets, Owl logo hoodies and t-shirts with other teams represented in the collection, including the Dallas Cowboys, San Francisco 49ers, New York Giants, Miami Dolphins, Los Angeles Rams and Las Vegas Raiders.

The collection available [here](#).















ARTICLE

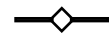
# JuJu Smith Schuster

**Super Bowl winner last February, JuJu Smith Schuster arrived in an outfit by Thom Browne which went viral.**

The former Chiefs wide receiver and new Patriots player caused a stir with his outfit at the Super Bowl and it caused a lot of talk on NFL Twitter.

The look in question? A green kilt, a white shirt with a military-inspired collar and a black beret. It was unique, to say the least.





Super Bowl LVII is a sporting event, sure, but we have our eyes on fashion.

On the one hand, everyone has been talking about what Rihanna wore for her performance.

Before kickoff of the big game between the Chiefs and Eagles in Glendale, Arizona, the players entered State Farm Stadium in style.

With all eyes on the athletes, their short walk from the car to the venue was treated like a small parade.

Juju Smith-Schuster delivered a particularly strong outfit by bringing an epic skirt to the Super Bowl.

Challenging a traditional suit (or a comfy pre-match tracksuit), Smith-Schuster opted for a Thom Browne pleated skirt that fell just below the knee.

Men in skirts are, of course, nothing new on runways and red carpets, but it's particularly refreshing to see one in such an unexpected setting.

"This fashion is not for everyone," the athlete wrote on his Instagram stories.

It's a growing trend to see athletes embrace the skirt, especially the sleek styles of Thom Browne.

Last year, Russell Westbrook donned a below-the-knee white kilt at Browne's spring 2022 show in New York; Odell Beckham Jr. also wore a pleated black style to last year's Met Gala.

Smith-Schuster styled her green kilt with a graphic white button-down shirt, chunky Fendi combat boots and a sleek Saint Laurent handbag.

As an added accessory, he wore a small black beret from Kenzo, with the word "Paris" on it.

In this fit, he certainly could have made it to the front rows of fashion week in the City of Lights.

To create her look, Smith-Schuster worked with stylists Vick Michel and Chris Santos. Michel and Santos are also the founders of the lifestyle agency UpNXT.

Smith-Schuster's journey to the NFL has been a long one since he was a child. When the footballer was 8 years old, he played with Snoop Dogg's Snoop Youth Football League.

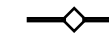
He then attended Long Beach Polytechnic High School in Long Beach, California, famous for producing future NFL players.

In the 2017 NFL Draft, he was selected by the Pittsburgh Steelers. In 2022, he signed a contract with the Kansas City Chiefs.

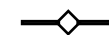
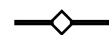
The Super Bowl is one of the most watched television events of the year and its entertainment portion attracts as many viewers and attention as the game.

Before the halftime show led by Rihanna, the pregame lineup included R&B icon Babyface, who sang "America the Beautiful."

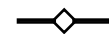
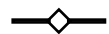
© PHOTOS CREDITS : INSTAGRAM JUJU SMITH SCHUSTER  
SOURCE : VOGUE - CHRISTIAN ALLAIRE / WWD -  
KRISTOPHER FRASER



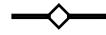












# REPRESENT YOUR FRANCHISE WITH NFL CITY ORIGINALS COLLECTION BY NEW ERA



The NFL and New Era team up for a new range of clothing and caps.

The NFL City Originals 2023 59Fifty fitted cap collection is part of their collaboration.

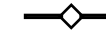
The dome panels are white, while the top button and upper bill visor are in the official team color.

The front design features full-color embroidery of the team logo. On the right panel is a side patch and on the left panel is the New Era flag.



The undershirt is gray to add a neutral tone to the hat's design. The team logo is embroidered on the back.

Find the collection on New Era US for the price of [45\\$](#).





# ALPHA MENACE ELITE 3 RW



RUSSELL  
WILSON

ALPHA  
E



# ABERCROMBIE & FITCH GIVES NFL KICKOFF



The resumption of the NFL is coming and the collaborations are piling up.

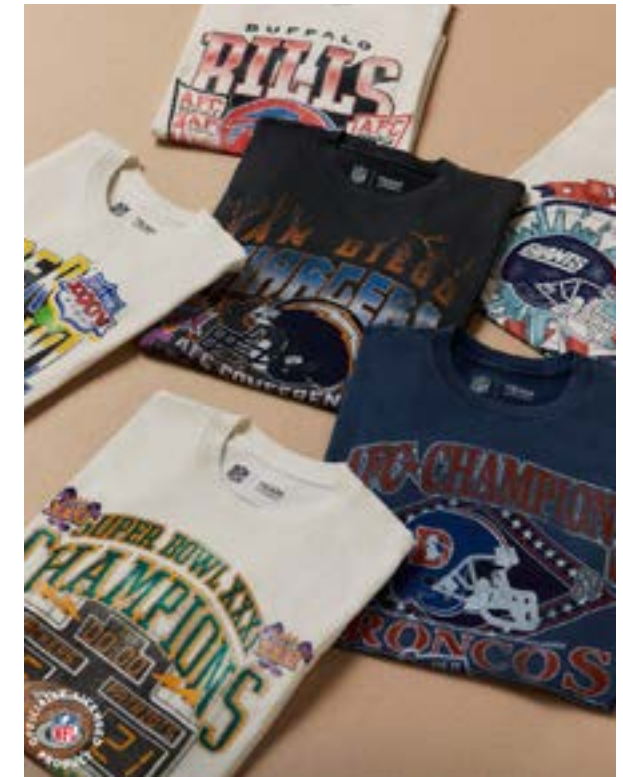
Although this was implemented in 2022, Abercrombie & Fitch regularly produces pieces highlighting many NFL franchises.

Whether for men or women, you can find sweaters, hoodies and t-shirts with a vintage effect.

However, the prices can be steep because it costs €85 for the sweater, €55 for the t-shirt and €95 for the sweater for the “Superbowl” editions.

The collection can be found on the brand's website and other pieces are to be expected throughout the year!

Find the collection on the website Abercrombie & Fitch [here](#).

















SHOPPING

# Chill &



BY JULIE RÉGÉ  
© PHOTOS CREDITS :  
FARFETCH/ INSTAGRAM ADRIAN  
PHILLIPS / 47 BRAND

1. WOOD WOOD - Hoodie [199€](#) / 2. SOCIÉTÉ ANONYME - T-Shirt [63€](#) /  
3. STADIUM GOODS® - Pant [77€](#) / 4. BALENCIAGA - Baskets [PNC](#) /  
5. TIMEX - Watch [202€](#) / 6. 47 BRAND - Hat [38\\$](#)

SHOPPING

# Football



BY JULIE RÉGÉ  
© PHOTOS CREDITS :  
FARFETCH/ INSTAGRAM TYQUAN  
THORNTON

1. CHOCOOLATE - Sweat [127€](#) / 2. KSUBI - Jean [180€](#) /  
3. DOLCE & GABBANA - Necklace [295€](#) / 4. VANS - Baskets [97€](#) /  
5. VOGUE EYEWEAR- Sunglasses [104€](#) / 6. BOSS - Watch [439€](#)







# Brands worn by players #2 : ***RHUDE***



Founded by Rhuigi Villaseñor in 2015, is a Los Angeles-born design company, balancing luxury techniques with streetwear elements, presented as ready-to-wear collections.

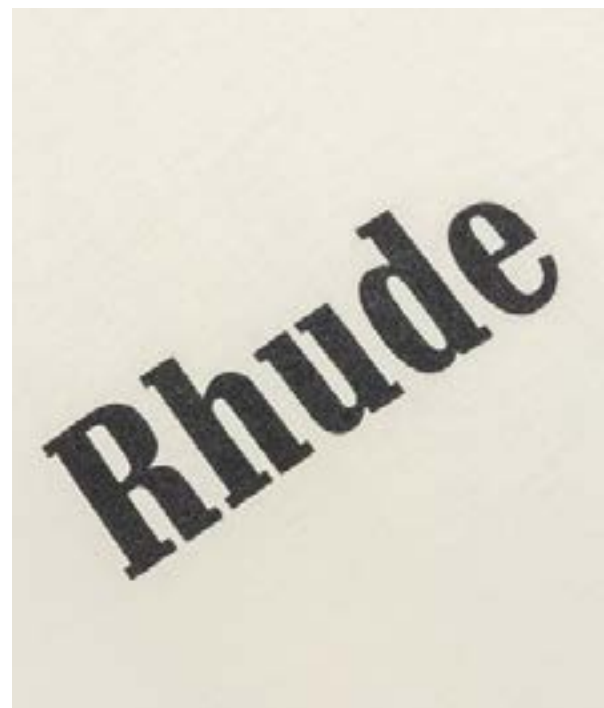
Conceived from a narrative perspective, RHUDE is both a reflection of modern socio-economics and the personal stories when Villaseñor came to Los Angeles.

Now a recurring theme from season to season, RHUDE combines American iconography with nostalgic references, a visual commentary on the style and culture of Los Angeles itself.

Rhuigi studied art history shortly after graduating and served as Shaun Samson's intern.

Without formal training specific to fashion design, Villaseñor attributes his understanding of clothing and construction to growing up with a mother who was a tailor, providing a foundation and understanding of how to construct each piece and subsequent stories told with each collection.

RHUDE's journey parallels Villaseñor, chronicling a man's evolution from adolescence to maturity, a narrative reflecting each collection, the creative director and the brand continue to grow with its ever-expanding fan base, culminating with the last presentation during men's fashion in Paris.



PAR JULIE RÉGÉ  
© PHOTOS CREDITS : RHUDE / PINTEREST



SAQUON BARKLEY



DEEBO  
SAMUEL

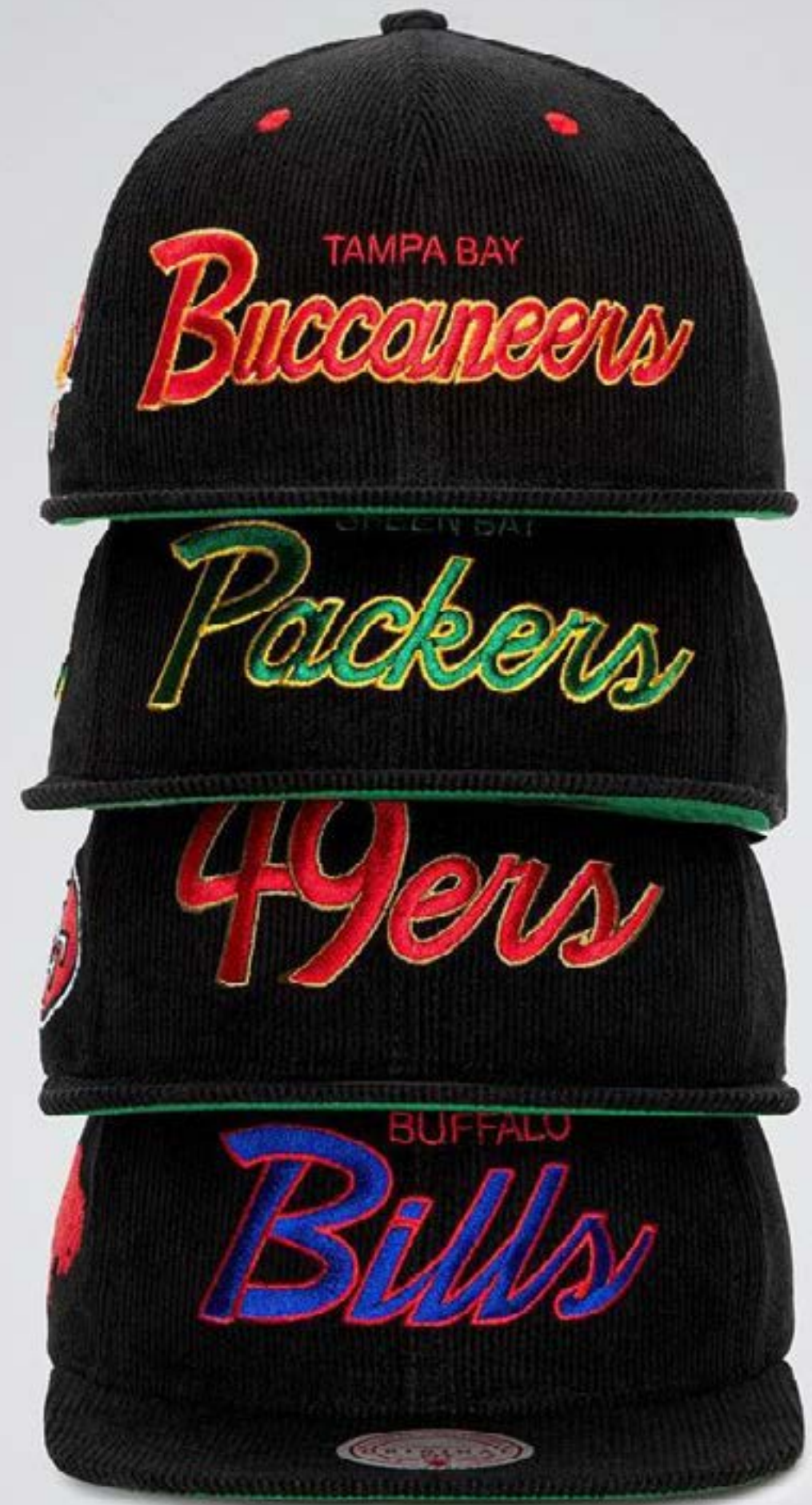


K. J. OSBORN



CHASE YOUNG







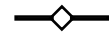
*Ju Ju Smith Schuster*



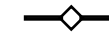
NEW ENGLAND PATRIOTS







1. Dolce & Gabbana - logo-print sweater **595€**
2. True Religion - logo-embroidered wide-leg jeans **195€**
3. Fils - Ray Tracer sneakers **112€**
4. Dolce & Gabbana - sunglasses **200€**



1. Studio Nicholson - dropped shoulder effect shirt **OUT**
2. VANS - hoodie Vault OG **102€**
3. Purple Brand - distressed denim shorts **282€**
4. Dr Martens - lace-up ankle boots **582€**







# —Matthew Judon—

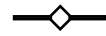


NEW ENGLAND PATRIOTS

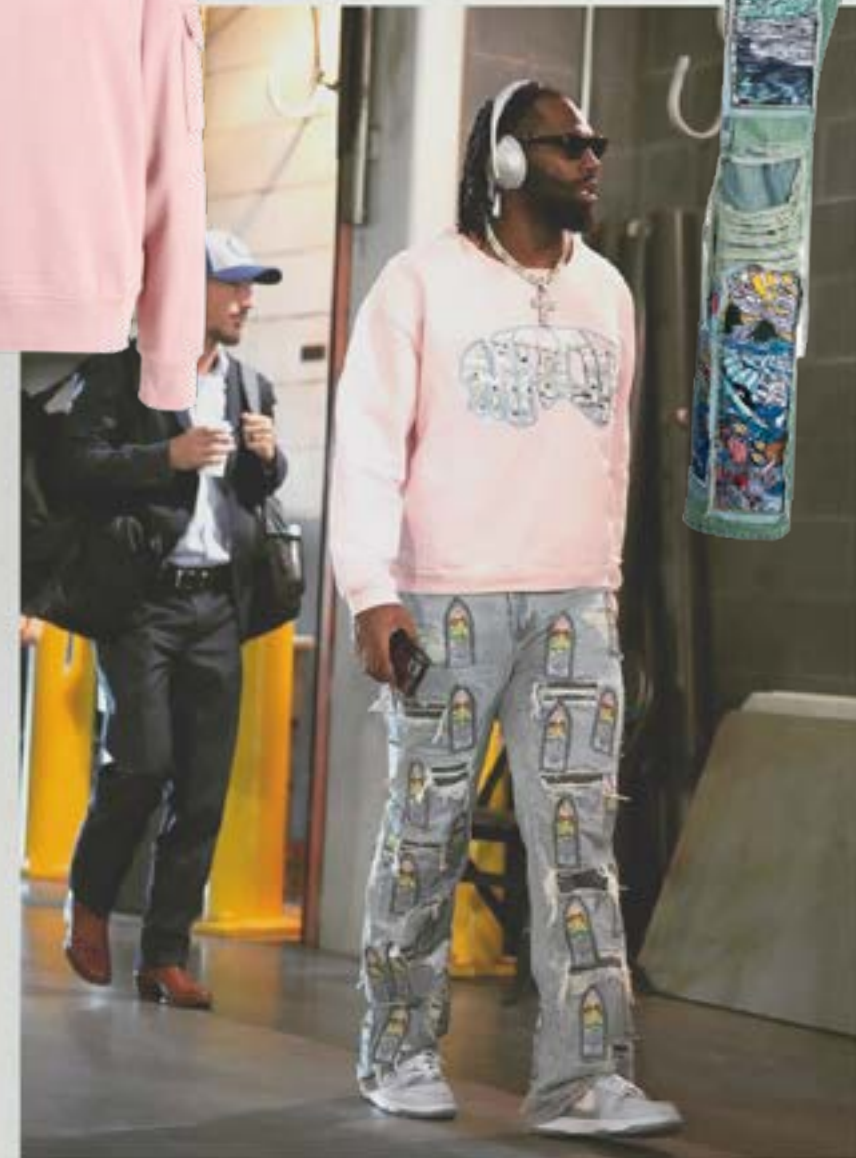
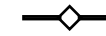


© INSTAGRAM MATTHEW JUDON / FARFETCH





1. Nike - Boston Red Sox jersey **119€**
2. Eric Emmanuel - short Boston Red Sox **PNC**
3. Nike - high Dunk Retro **213€**
4. MCQ - asymmetrical frame sunglasses **152€**



1. Herno - cotton sweatshirt with patch pockets **196€**
2. Who Decides War - Sandy Lane straight fit jeans **PNC**
3. Gentle Monsters - tinted lens sunglasses **276€**
4. Nike - SB Zoom Blazer Low **176€**





CITY  
Originals



CITY  
Originals





# Jersey Of The Month







HOMME	CASUAL	NEW ENGLAND PATRIOTS EDITION
-------	--------	---------------------------------



1. Jersey - Nike [130€](#)
2. Hoodie - Wood Wood [85€](#)
3. Short - Briglia 1949 [111€](#)
4. Baskets - Nike [140€](#)
5. Sunglasses - Oakley [135€](#)
6. Watch - Tommy Hilfiger [189€](#)



HOMME	GAME DAY	NEW ENGLAND PATRIOTS EDITION
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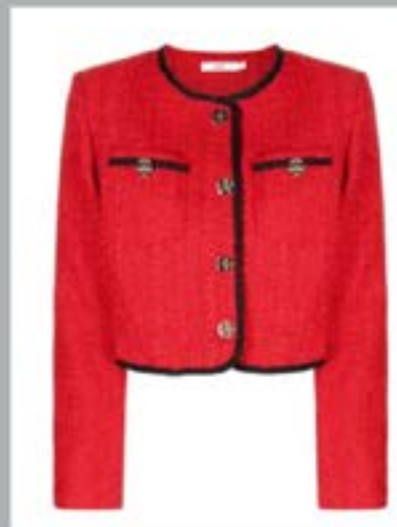


1. Jersey - Nike [130€](#)
2. Sweat - John Smedley [252€](#)
3. Jean - Levi's [107€](#)
4. Baskets - Nike [189€](#)
5. Watch - Timex [202€](#)
6. Hat - 47 Brand [35\\$](#)





FEMME	CASUAL	NEW ENGLAND PATRIOTS EDITION
-------	--------	---------------------------------



1. Jersey - Nike [130€](#)
2. Jacket - b+ab [371€](#)
3. Skirt - Sonia Rykiel [PNC](#)
4. Sandals - Giuseppe Zanotti [PNC](#)
5. Sunglasses - Miu Miu [64€](#)
6. Bag - Gucci [PNC](#)



FEMME	GAME DAY	NEW ENGLAND PATRIOTS EDITION
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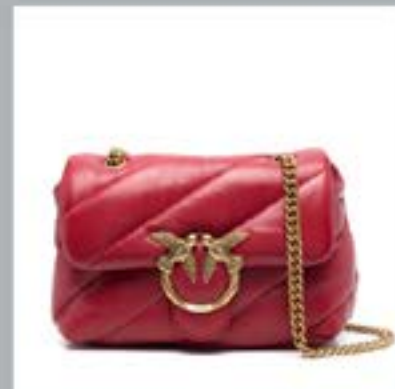


1. Jersey - Nike [130€](#)
2. Hoodie - Deus Ex Machina [150€](#)
3. Jean - Sandro [175€](#)
4. Baskets - Nike [360€](#)
5. Hat - 47 Brand [32\\$](#)
6. Bag - Nana nana [52€](#)





FEMME	CASUAL	NEW ENGLAND PATRIOTS EDITION
-------	--------	---------------------------------



1. Jersey - Nike [130\\$](#)
2. Jacket - P.A.R.O.S.H. [501€](#)
3. Skirt - b+ab [167€](#)
4. Baskets - Nike [225€](#)
5. Sunglasses - Ray Ban [135€](#)
6. Bag - Pinko [342€](#)



HOMME	GAME DAY	NEW ENGLAND PATRIOTS EDITION
-------	----------	---------------------------------



1. Jersey - Nike [130\\$](#)
2. Jacket - Tommy Hilfiger [205€](#)
3. Jean - Tommy Hilfiger [93€](#)
4. Baskets - Nike [280€](#)
5. Sunglasses - BOSS [181€](#)
6. Hat - 47 Brand [32\\$](#)





SHOPPING



WILLIAM WOOD



970€

ARNOLD & SON



PNC

ROGER W SMITH



PNC

WATCH TIME

# Tea Time

© ARNOLD & SON / CWC / FARER / PINION / ROGER W SMITH / WILLIAM WOOD

CWC



585€

FARER



1050€

PINION



1600€



## THE WATCHES OF THE SPECIAL PATRIOTS TEAM



As part of a new series, journalist Logan Baker interviewed Special Team players: punter Jake Bailey, long snapper Joe Cardona and placekicker Nick Folk.

### Jake Bailey



At the end of last season, Folk gave Bailey and Cardona a vintage Seiko "Pogue" chronograph from the late 1970s to celebrate a successful year and thank them for all their hard work.

The blue dial and Pepsi bezel reference the Patriots team colors, and Bailey cites his Pogue as one of the watches that helped cement his interest in collecting.



SOURCE : HODINKEE / LOGAN BAKER  
© PHOTOS CREDITS : GETTY IMAGES / Kathryn Riley / Maddie Meyer

### Nick Folk



It's a crazy watch.

The 6264 Daytona not only has an exotic "Paul Newman" style dial, it is actually a rare transitional reference that was produced for a single year (1970-71) and features the combination of pump pushers with the caliber 727 improved inside.

The 6264 is in fact a fraternal reference to the legendary ref. 6262, but it features a beautiful black acrylic bezel rather than the traditional metal.

Folk's example is stainless steel and features the iconic three-tone stepped dial with that eye-catching Daytona script in red hanging above the 12 o'clock six o'clock register.

He purchased it for himself late last year to commemorate his upcoming 15th season in the NFL.



### Joe Cardona



En tant que passionné de montres et membre As a watch enthusiast and member of the US Navy Reserve, Cardona is naturally interested in watches with military history.

So it shouldn't be much of a surprise that he appreciates the work of the anonymous former CIA officer known only as Watches Of Espionage.

Cardona chanced upon a Breitling Aerospace example with a unique dial signature that means it was once a gift from King Abdullah II bin Al-Hussein of Jordan.

After learning the history of the watch, Cardona was shocked to unexpectedly find one in a modest jewelry store in Southern California.

It quickly became the watch you'll most often find on Cardona's wrist.











**TRU KOLORS**

WINTER COLLECTION '22

An elevated take on iconic 80's styles









# THE NIKE AIR MAX 1 GOLF IS DRESSED IN PATRIOTS COLORS



Golf is becoming a more popular sport with an increasingly younger audience. Therefore, Nike is now investing more heavily in the sport.

While the brand has repurposed many classics for sports, the Air Max 1 Golf has seen the most time on the green.

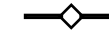
For its latest appearance, the model once again pays homage to a version from '87, taking direct inspiration from the OG "Navy/Red" colorway.

In addition to the brand and the sole, the pair cuts extremely close to its predecessor, layering White leathers and mesh beneath the upper's Navy Swoosh and mudguard as well as its various Red accents.

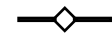
Although the pair is made for the green, the colors make a perfect nod to the Patriots NFL franchise while waiting for the new official sneaker dedicated to the team New England.

© PHOTOS CREDITS : GOOGLE IMAGES  
/ SNEAKERNEWS / FARFETCH / BSTN /  
HOMAGE

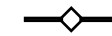
As of this writing, there has been no release date yet, stay tuned for further updates.





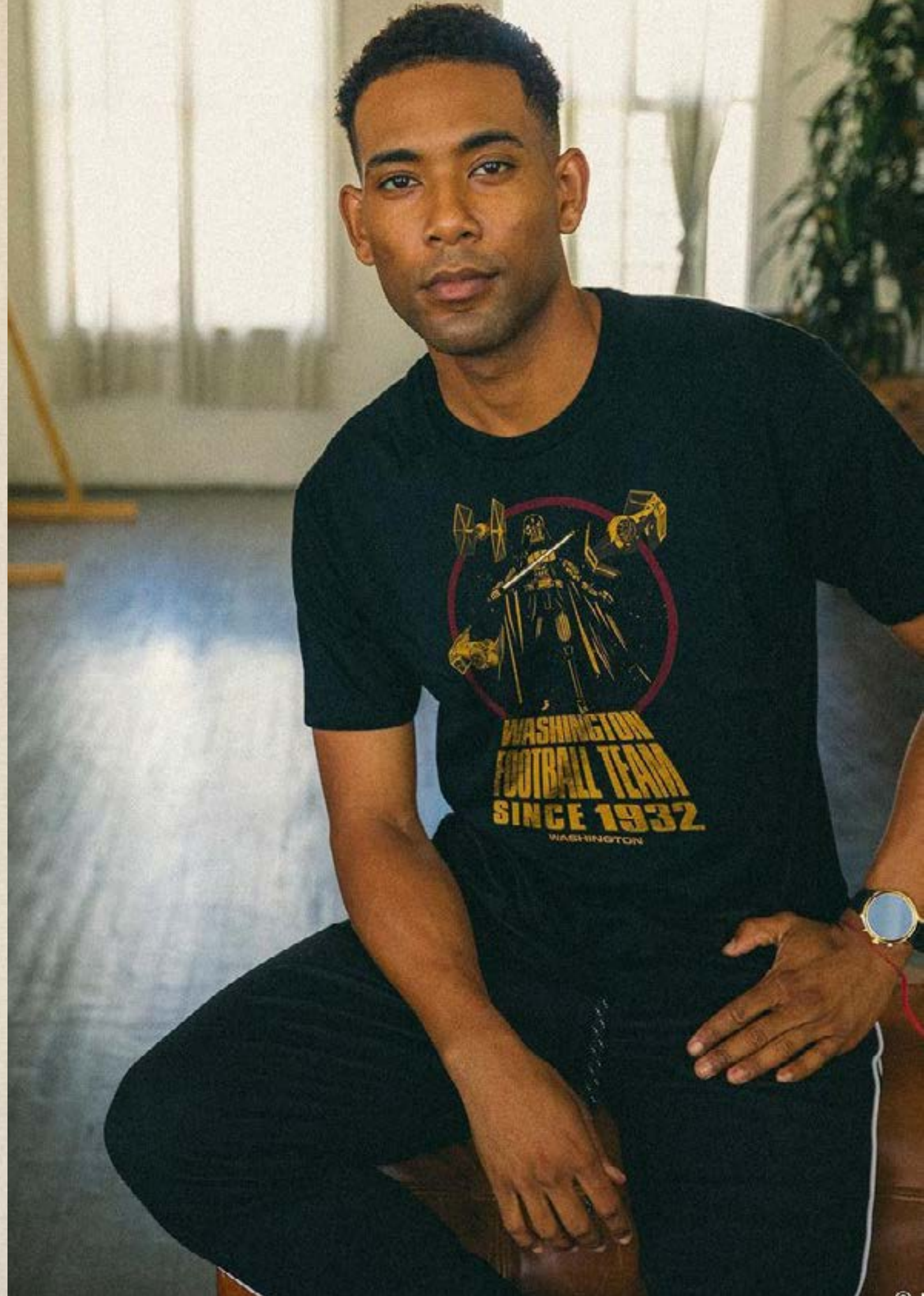
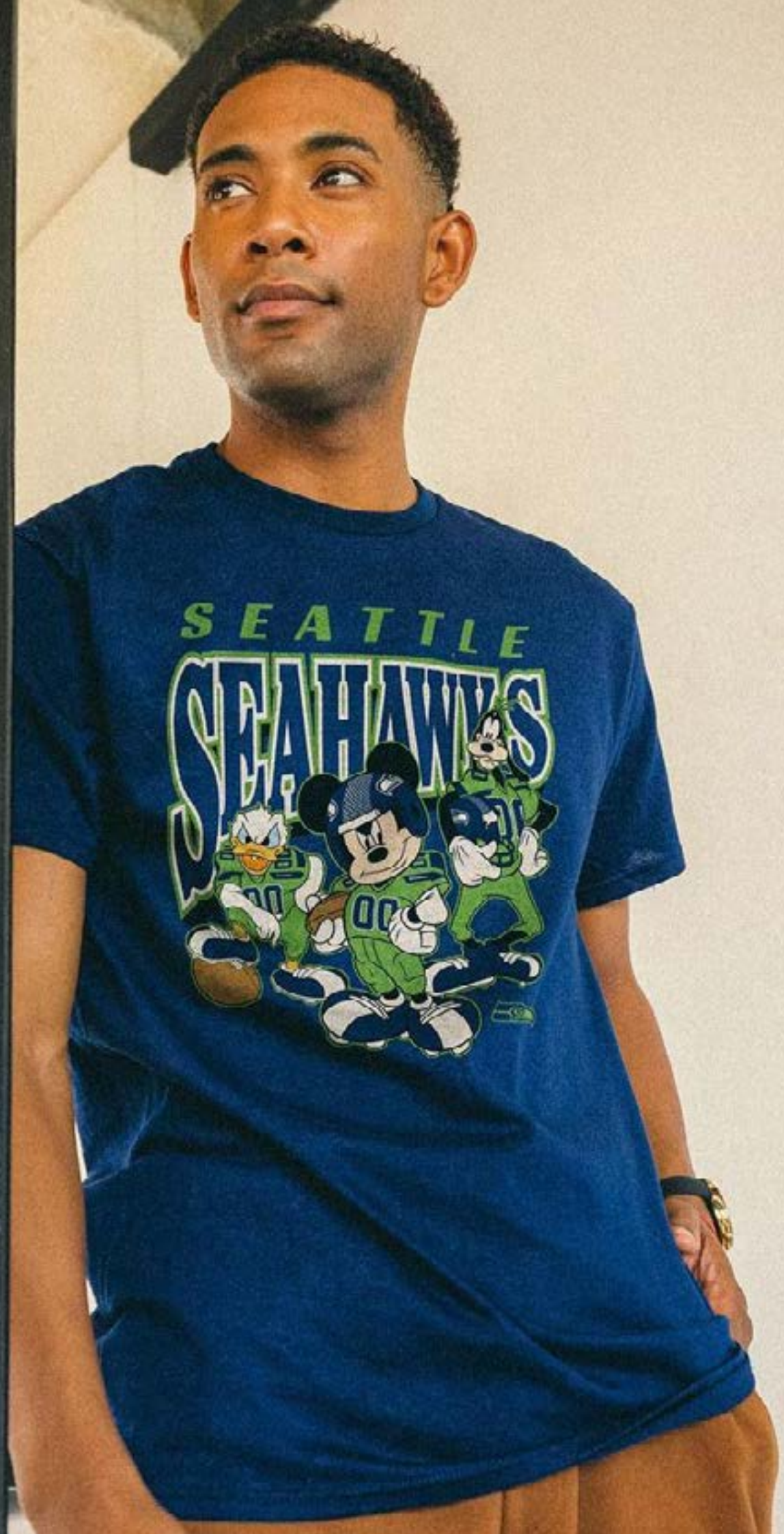


1. Windbreaker - HOMAGE x Starter [160\\$](#) / 2. Sweat - Nike [89,99€](#) /  
3. Jeans - Levi's [99,99€](#) / 4. Hat - '47 Brand [30\\$](#)



1. Jacket - HOMAGE x Starter [145\\$](#) / 2. Top - There Was One [66€](#) /  
3. Jeans - Levi's [115€](#) / 4. Bag - By Far [335€](#)







# THE AIR JORDAN 1 GAME ROYAL RECEIVES A NFL READY MODEL



In March 2019, Jordan Brand took a trip down memory lane via its Football division, returning to the original four colorways of the Air Jordan 1 since its release in 1985 with both low-top and mid-top cleat offerings.

Four years later, the collection aforementioned has seemingly been revived after recently selling out of the “black/white” scheme and images surfacing of the popular “Game Royal” colorway now featured on the Air Jordan 1 TD.

By slightly modifying its color, the This latest collection's breathable canvas panels have been ditched in favor of a more true-to-form construction, as cracked leather toughens the entire upper.

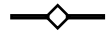
Shifting the iconic “Royal” colorway to its more contemporary composition, crisp white hues illuminate the panel of the midfoot, vamp and tongue construction while jet black accents contrast with vibrant blue overlays.

Offered in mid and low, the two entities can be further differentiated by their opposing blue and white treads underfoot.

With two of the four original colorways from the 2019 pack recently making a return, we could see the release of the “Shadow” and “Banned” colors over the next few weeks.



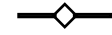




ENGINEERED FOR 5,297'

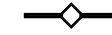






© PHOTOS CREDITS : STOCKX / PAWEL  
CZERWINSKI / FARFETCH / 47 BRAND

1. Overalls - Amapô 231€ / 2. T- Shirt - 47 Brand 35\$ /  
3. Bag - Liu Jo 269€ / 4. Scrunchie - Saint Laurent 175€ / 5. Baskets -  
Nike PNC



© PHOTOS CREDITS : STOCKX / PAWEL  
CZERWINSKI / FARFETCH / FANATICS / NEW ERA

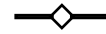
1. Jersey - Mitchell & Ness 150€ / 2. Jean - Marant 275€ /  
3. Purse - Longchamp 180€ / 4. Hat - New Era 52€ / 5. Baskets - Nike  
PNC



# FREE METCON 5 RW







# THE NEW BALANCE 550 TAKES A TOUR WITH THE NEW ENGLAND PATRIOTS



New Balance is back with another new color for its silhouette iconic.

The New Balance 550 has quickly become the must-have lifestyle sneaker in recent years.

A new color is added to its range inspired by the New England Patriots.



The shoe is available in a range of colors echoing the palette of the iconic franchise.

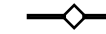
The silhouette features its typical all-leather base.

Shades of blue adorn the contours of the ankles while red highlights the Bostonian brand with a dark blue outline for the 550.

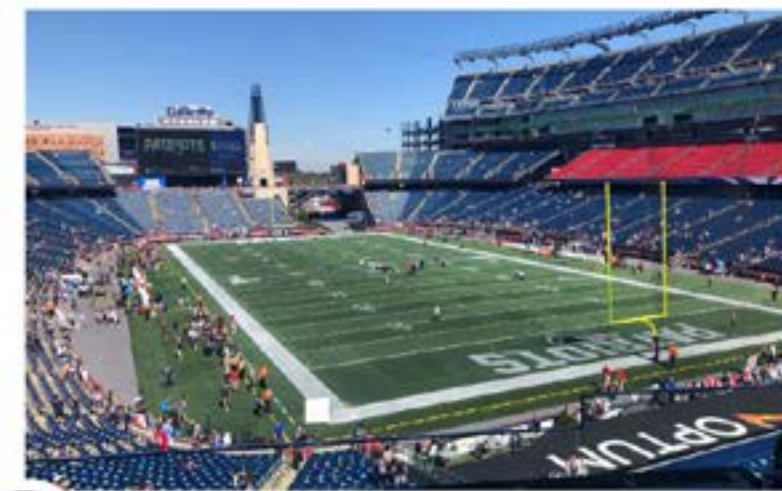
The shoe sits atop a White midsole and Red rubber outsole to complete the design.

The pair is available on [Courir](#) from 150€.

© PHOTOS CREDITS : NATHAN MACOUL / NEW BALANCE / NEW ENGLAND PATRIOTS INSTAGRAM / FARFETCH







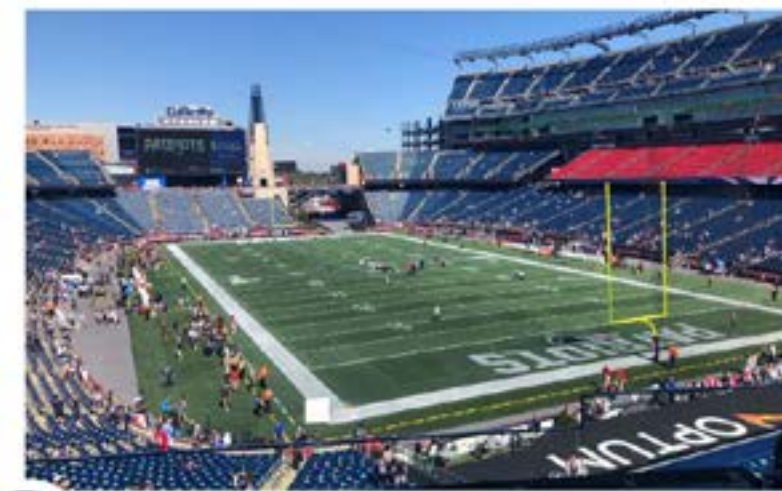
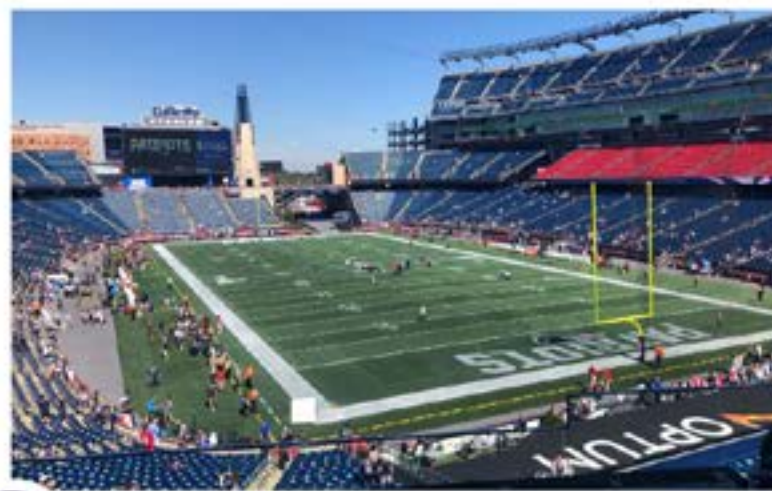
*Jersey - Nike 130€*  
*Short - Levi's 80€*  
*Basket - New Balance 150€*  
*Bag - Miu Miu PNC*  
*Sunglasses - Saint Laurent 385€*



*Jersey - Nike 130€*  
*Jeans - Levi's 110€*  
*Basket - New Balance 150€*  
*Bag - Marc Jacobs 140€*  
*Sunglasses - Ray Ban 235€*







*Jersey - Nike 130€*  
*Pant - Emporio Armani 193€*  
*Basket - New Balance 150€*  
*Sunglasses - Burberry 190€*  
*Watch - Gucci PNC*



*Jersey - Nike 130€*  
*Short - PS Paul Smith 269€*  
*Basket - New Balance 150€*  
*Hoodie - Levi's 100€*  
*Sunglasses - Ray Ban 157€*





# THE COMPLETE HISTORY OF THE NFL'S ICONIC SHOES

*Only 19 players received their own shoes. From Walter Payton's Roos to Patrick Mahomes' Wakanda Forever shoes, here are their stories.*

© PHOTOS CREDITS : ANDSCAPE  
SOURCE : ANDSCAPE / AARON DODSON



The Vince Lombardi Trophy isn't the only holy grail in professional football. Over the years, a signature shoe has proven to be an even more elusive distinction.

Only 19 players in NFL history have received their own cleats. In comparison, 22 NBA players wore a signature sneaker in the 2021-22 season alone.

This season, exactly 1,696 total players are listed on the active rosters of the league's 32 teams. But only two currently have a shoe named after them: Cardinals defensive end JJ Watt and Chiefs quarterback Patrick Mahomes II, who don a royal black and purple version of the Freak Ultra from Adidas' Wakanda Forever collection.

In August 2021, Adidas unveiled the Mahomes 1.0 Impact FLX, a premier training shoe that made Mahomes the latest player to join the elite company of iconic NFL athletes.

From Walter Payton to Bo Jackson, Deion Sanders, Randy Moss, Michael Vick and now Mahomes, the history of iconic football shoes spans nearly 40 years, as brands such as Nike, Jordan, Reebok and Adidas have delivered sneaker models to the biggest names in the NFL.

Here's a list of every iconic NFL athlete, along with the stories behind the shoes they laced up on and off the field.

# Barry Sander



The 1990s marked a prolific period of football shoes, with a collection of NFL stars headlining for Nike.

The brand prioritized defense in 1994, with Rod Woodson in the Air Bowl Trainer, Junior Seau in the Air Mission and Bruce Smith in the Air Veer.

Aquamarine and orange appeared on pairs of Dan Marino's Air Speed Turf in 1995, while Marshall Faulk donned the classic black and white Air Barrage.

The era continued with Reggie White in Air Pro Streak Max in 1996 and Jerry Rice in Air Ubiquitous Max in 1997.

There is a perennial debate in sneaker culture over whether the models featured by players should be considered iconic shoes. Most of them are not.

Yet the Nike Zoom Turf was so marketed around Detroit Lions running back Barry Sanders that it became the Hall of Famer's shoe.

"It was a great honor," Sanders told Andscape in 2018.

"You go from a standard deal where you get clothes to, 'Now we're going to get a shoe for you.' It was like a seal of approval in many ways."

After the release of the Zoom Turf in 1996, Sanders received a mention under the shoe's description in Eastbay catalogs: "The translucent turf-oriented outsole is designed to meet the specific traction needs of players like Barry Sanders."

However, in images of Sanders from the mid-'90s, you'll notice that his Zoom Turfs don't feature the shoe's original knotted bottoms.

That's because Nike provided Sanders with player-exclusive versions of the Zoom Turf, featuring soles of Michael Jordan's signature Air Jordan 11, which also arrived in 1996.

© PHOTOS CREDITS : JOHN IACONO /GETTY IMAGES



# Jerome Bettis



Hall Of Famer and former tailback Jerome Bettis played under one of the most apt nicknames in football history: "The Bus."

So it was fitting that his signature shoe incorporated the nickname.

The Nike Total Air Bus Max debuted in 1998, following the best statistical season of Bettis' 13-year NF career for the Pittsburgh Steelers.

"The muscular Total Air Bus Max stabilizes Jerome during off-season suspension work and tire rotation," reads the tagline of the full-page ad for the shoe that Nike placed in magazines in 1998.

The heavily padded Total Air Bus Max feels more like a boot than a training shoe.

By design, it had to be strong enough to support its iconic athlete.



© PHOTOS CREDITS : GEORGE GOJKOVITCH / GETTY IMAGES / GOOGLE IMAGES

# Randy Mousse



In 1999, Vikings wide receiver Randy Moss became the first NFL player to sign an endorsement deal with Jordan Brand.

"The things he did on the field, the way he passed people, the way he caught things, he was like Michael Jordan at wide receiver," said Gentry Humphrey, vice president, long-standing shoe from Jordan Brand, at Andscape in 2018.

A team of designers joined Moss' training during an offseason in Florida to observe and get an idea of what a player with exceptional athleticism needed in a shoe.

Moss requested that his first signature be called one of his longtime nicknames during the design process.

And in 2000, the Jordan Super Freak, a basketball-inspired zip-up style designed with a flame-retardant material with a metallic sheen, was released. Moss received a second signing, the Jordan Moss'afied, in 2001.

More than two decades later, Jordan now has an extensive roster of NFL athletes, including Stefon Diggs, Davante Adams and Deebo Samuel.

But there has only been one iconic soccer athlete in the history of Jordan Brand.

"You always have guys wearing Jordans, but it started with me," Moss, a 2018 Hall Of Fame inductee, told Andscape.

"I don't know who this will end up with, but I'm happy to say I started this trend."



© PHOTOS CREDITS : MARTIN MORROW / GETTY IMAGES



# Michel Vic



It's one of the most electric plays in NFL history - a 46-yard run in a December 2002 game by then-22-year-old Atlanta Falcons Quarterback Michael Vick.

By then, Nike representatives were salivating as they prepared iconic shoes for the gridiron phenom, who signed a lucrative deal with the brand in 2001 after becoming the first African-American QB selected No. 1 in the overall rankings of the NFL Draft.

"When you're the star," Vick told Andscape in 2017, "you deserve to have your own shoe."

The QB's first signature - the Nike Zoom Vick 1 - was unveiled in December 2003. Made by E. Scott Morris, the lightweight, premium training shoe and cleat weighed just 350 grams per pair.

Morris, who considered Vick a "motorcycle among the cars on the field," added a bright red stabilizer strip to the midfoot, inspired by a bicycle's clutch.

And as requested by Vick, the shoe featured an ankle strap.

The Zoom Vick 2 launched in a clean half-white, half-black colorway, rolled out with one of the most creative Nike ads of all time: The Michael Vick Experience.

This one-minute spot not only had kids wanting the shoe, but wishing amusement parks actually had a ride that allowed them to "Be Like Vick." In 2005, the super-strap Zoom Vick 3 arrived, followed by the 2006 Zoom Vick 4.



© PHOTOS CREDITS : BOB ROSATO / GETTY IMAGE

# LaDainian Tomlinson



No player in NFL history has had a more successful season than LaDainian Tomlinson in 2006.

The 26-year-old San Diego Chargers running back was named the Associated Press NFL Offensive Player of the Year and league MVP and won the Walter Payton Man of the Year Award, given annually to a player for making an impact off the field in his community.

During his 2006 season, Tomlinson received a signature pair from Nike.

But, at his request, the first shoe in his line was designed for children.

Nike has revealed Tomlinson's signature Scream LT, exclusively in kids' and youth's sizing and priced at a reasonable \$50 per pair.

"When you sell to kids, you have to have the right athlete," Nike communications director Rodney Knox told the San Diego Union-Tribune in 2006.

"With LaDainian, I think people identify with him not only for the way he plays, but also for who he is and how he relates to them."

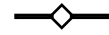
On an episode of ESPN2's It's The Shoes, Tomlinson showed off the Scream LT, which Nike made for him in a cleat version and which he wore during his record-breaking 2006 season.

Two years later, in 2008, Tomlinson received his second signing from Nike, a training pair dubbed the Air Max LT21.



© PHOTOS CREDITS: DOUG PENSINGER/GETTY IMAGES





# ROBERT KRAFT GETS A NEW NIKE AIR FORCE 1 LOW ULTRA FLYKNIT



A tradition that began in 2015, the Patriots owner Robert K. Kraft has another Air Force 1 to add to his plentiful trophy cabinet, joining the six Lombardis amassed since 2002.

Kraft has a weakness for lightweight iteration and slightly modernized Air Force 1 of Nike's Ultra Flyknit variety, which features a midsole with React Foam cushioning and a thin, lightweight upper constructed by Flyknit.

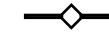
Unlike previous RKK x AF1 productions, this pair features a three-dimensional chiseled Swoosh patch on the medial and lateral sidewalls atop a royal blue Flyknit upper.

Patriots logos adorn the heel tabs, while his initials join an image of the NFL's ultimate annual award for one of the toughest labels designed.

© PHOTOS CREDITS: SNEAKERNEWS

It doesn't seem like another victory in the Super Bowl is planned immediately for Patriots, but with a dedicated owner like Kraft and a head coach with a winning list at Belichick, they will be back in contention soon enough.

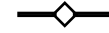
An SNKRS version should arrive soon; stay tuned for updates (expected price is \$160).











# BOSTON



Julie Régé : Boston Common

## HISTORY:

The first European to live in what would become Boston was a Cambridge-educated Anglican clergyman named William Blaxton.

He was the person most directly responsible for the founding of Boston by Puritan colonizers in 1630.

This occurred after Blaxton invited one of their leaders, Isaac Johnson, to cross Back Bay from the failing colony of Charlestown and share the peninsula.

The Boston Tea Party was a key event leading to the revolution, as the British government reacted furiously with coercive acts, demanding compensation for Bostonians' destroyed tea.

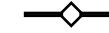
Fenway Park, home of the Boston Red Sox, opened in 1912.

Many architecturally significant buildings were constructed during these early years of the 20th century: Horticultural Hall, the Tennis and Racquet Club, Isabella Stewart Gardner Museum, Fenway Studios, Jordan Hall, and the Boston Opera House.

Boston is an intellectual, technological, and political center, but has lost some important regional institutions, including the loss of mergers and acquisitions of local financial institutions such as FleetBoston Financial, which was acquired by Charlotte-based Bank of America, in 2004.

Boston-based department stores Jordan Marsh and Filene's have both merged with New York-based Macy's.

The New York Times' 1993 acquisition of the Boston Globe was reversed in 2013 when it was sold to Boston businessman John W. Henry.



## WHAT TO DO :

What you do in Boston will depend on the time of year you visit, as spring and fall are most ideal for walking around the city.

However, there are activities like holiday festivities that take place during the cold winter months that are also fun to experience.

No matter when you visit, here are a few things you won't want to miss:

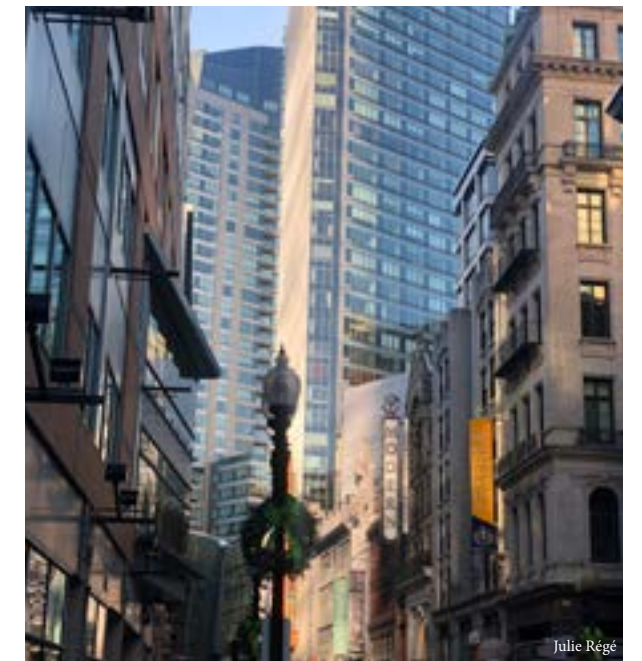
**Art :** Visit several of the city's museums, including the Museum of Science, the Boston Tea Party Ships and Museum, and the Boston Children's Museum.

**History :** Hike the Freedom Trail, a 2.5-mile trail that will guide you past numerous historic sites starting at the Boston Common and ending in Charlestown at the Bunker Hill Monument, commemorating the first major battle of the American Revolutionary War.

**Sports :** Catch a game at TD Garden, home to Boston's NBA and NHL teams, The [Red Sox](#) and The [Patriots](#) (the New England Patriots stadium is with Foxborough, there is a dedicated train on game day).

Go shopping on Newbury Street, Boylston Street and at Copley Plaza and the Prudential Center, all in Back Bay.

Charles Street in Beacon Hill is another shopping destination with more local shop.



Julie Régé



Faneuil Hall / Quincy Market - Julie Régé



Harvard Library - Julie Régé



USS Constitution - Julie Régé



## WHERE TO EAT AND DRINK :

Boston - and New England in general - are known for their coastal fare, particularly seafood, but there are also other staples to try depending on what neighborhood you're in. local seafood and an Italian cannoli in the North End.

If you head north of the city (and also some places in Boston), you'll also find roast beef sandwiches which are a staple for those who grew up in the area and much better than the standard deli.



Lobster Roll - Neptune Oyster - Julie Régé

In recent years, Boston has become a craft beer destination, with local breweries popping up in many parts of the city and even the suburbs.

You can try them either at breweries, many of which have fun, dog-friendly outdoor areas, or at bars around town, as many now have a wide variety of choices on tap.

If you don't like craft beer, you can't go wrong with two of Boston's biggest breweries, Sam Adams and Harpoon.



Joe's Waterfront - Julie Régé

## WHERE SLEEP :

There are plenty of hotels to choose from in Boston, ranging from well-known brands to boutique options.

Renting an Airbnb can also be an affordable option and allow you to live more like a local.

If you plan to focus on visiting the city's historic sites and museums, while also experiencing some of the most beautiful and unique neighborhoods, try staying in or near the North End, Beacon Hill, or even the South End.

South Boston and Charlestown are other neighborhoods with fewer or no hotels, but plenty of restaurants and shops.

## WHEN TO GO :

Boston is a destination where you can truly experience all four seasons and there is plenty to do within each.

For this reason, the best time to visit depends on your preferences, such as experiencing the holidays or snow during the winter months, seeing fall foliage, or enjoying the warmer weather by walking around the city.

Many prefer to visit Boston in late spring (May to June) or early fall (September to October).

## MOVE :

You can also use public transportation via the MBTA Silver Line to get to South Station for free.

This is where you can catch several other MBTA subway lines, the commuter rail, the Greyhound bus station and more.

You'll probably want to rent a car unless you plan to stay put once you're in Boston, in which case you can take buses and other transportation into the city.

## GETTING THERE :

Boston Logan International Airport is the best place to fly, with direct flights from many major cities across the country and beyond.

The airport is located in East Boston, about 15 minutes outside of the city, although the journey depends on the time of day and traffic.

## BONS PLANS :

You can also save money with the [GO Boston](#) card, which you will purchase before your trip and which you will activate upon first use. Choose from one- to seven-day passes for free entry to dozens of local attractions.

Enjoy free admission to many of Boston's best cultural venues, including museums and more, with the ["Free Fun Fridays"](#) during the summer months.

Many Boston museums also offer free or discounted days throughout the year.

So be sure to check out their websites before you go there.

Take public transportation, the MBTA, rather than a taxi or Uber, or consider trying rentals [blue city bikes](#).



Union Oyster House - Julie Régé







# 2022

## SEASON SCHEDULE

**FOREVER**  
NEW ENGLAND

HOME

AWAY

PRESENTED BY

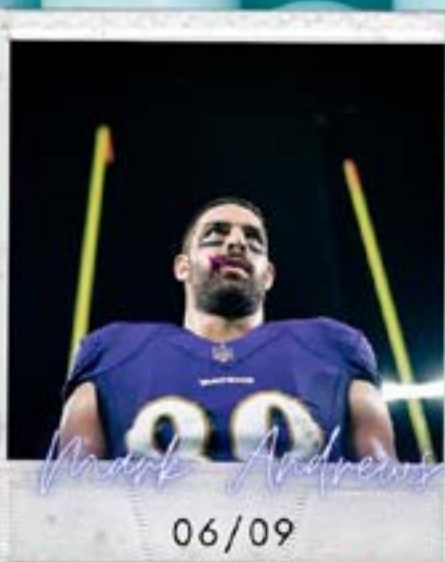
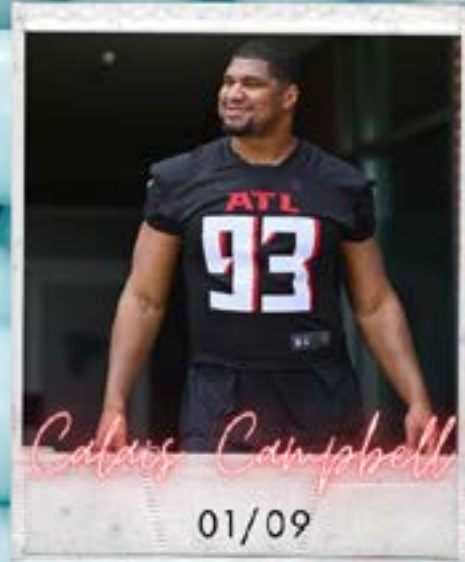
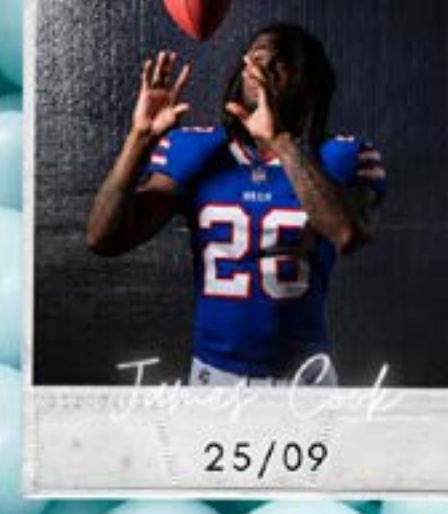
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### preseason

 VS. HOU AUG. 10	 AT GB AUG. 19	 AT TN AUG. 25	 VS. PHI SEPT. 10	 VS. MIA SEPT. 17	 AT NYJ SEPT. 24	 AT DAL OCT. 1
 VS. NO OCT. 8	 AT LV OCT. 15	 VS. BUF OCT. 22	 AT MIA OCT. 29	 VS. WAS NOV. 5	 VS. IND NOV. 12	 BYE WEEK 11
 AT NYG NOV. 26	 VS. LAC DEC. 3	 AT PIT DEC. 7	 VS. KC DEC. 18	 AT DEN DEC. 24	 AT BUF DEC. 31	 VS. NYJ TBD



# Happy Birthday





# Robert Kraft

## The Chairman of The Dynasty

© PHOTOS CREDITS : GOOGLE IMAGES  
SOURCE : NEW ENGLAND PATRIOTS



Robert Kraft, founder, chairman and CEO of the Kraft Group, is an American entrepreneur, investor and philanthropist whose portfolio of companies and brands spans numerous industries, including paper and packaging, sports and entertainment, real estate and venture capital investment.

Its holdings include the New England Patriots, New England Revolution, Gillette Stadium, International Forest Products, Rand-Whitney Group, Rand-Whitney Containerboard.

A lifelong football fan and 23-year Patriots season ticket holder before purchasing the team, Kraft became the Patriots' president and CEO when he took ownership on January 21, 1994.

That day, he promised, "My goal in purchasing the Patriots is to help bring a championship to New England."

This seemed like a tall order given the team's previous success rate.

Now, 28 years later, the Patriots have six Lombardi Trophies, 10 Super Bowl appearances and the highest winning percentage in all of professional sports.

In the five years before Kraft's buyout, the team had won only 19 of 80 games (.238 winning percentage) without a playoff appearance.

In fact, in the franchise's 34-year history (1960-93), the Patriots had won only 229 games (including the playoffs), averaging just 6.6 wins per season and not had qualified for the playoffs only six times.

The year Kraft purchased the team (1994), the Patriots qualified for the playoffs for the first time in eight seasons.

During his first five years of ownership, the Patriots won 49 games and advanced to the playoffs four times, even qualifying for the Super Bowl in his third season at the helm (1996).

During Kraft's 28 seasons (1994-2021), the Patriots won an unprecedented 341 games (including the playoffs) for an average of 12.2 wins per season.

The playoff games provide another stark contrast.

Prior to 1994, Patriots fans were only treated to one home playoff game, which the Patriots lost to the Houston Oilers in 1978.

Since 1994, the Patriots have qualified for the playoffs 22 times – 19 as division champions – and have hosted 27 home playoff games, in which they went 23-4 (.852).

The rise of the New England Patriots since Kraft purchased the team may be the greatest in sports history.

Under Kraft's leadership, the Patriots are tied with Pittsburgh for the fewest losing seasons (3) in the NFL since 1994, have recorded at least nine wins in 24 of 28 seasons and have won the most division titles (19) and conference crowns (10) than any other team in the NFL.

In 2018, the Patriots won their sixth Super Bowl championship during Kraft's tenure.

No other team has more in NFL history.

It didn't take long for Kraft's vision to become clear. His personal investment in the team restored the confidence of Patriots fans and reignited interest throughout New England.

The year he purchased the team, season ticket sales reached new heights, surpassing 40,000 for the first time in franchise history.

At the start of his first season, every game was sold out, a feat that had never been accomplished in the franchise's previous 34 seasons.

From 1994 to 2019, all games have been sold. Entering the 2022 season, the Patriots have sold out 295 consecutive home games, including all preseason games and the playoffs.

The Patriots' transformation under Kraft's leadership constitutes one of the greatest franchise revivals in sports history.

After winning back-to-back Super Bowls and three titles in four years, Forbes magazine named the Patriots "The Best Team in Sports" in 2005.

In 2007, the New England Patriots won a then-franchise record fifth consecutive division title.

They also became the first NFL team to win 16 games during the regular season and the only team to win 18 consecutive games in a season.

The undefeated regular season propelled the team's regular season record from 2003 to 2007 to 66-14 for a remarkable .825 winning percentage.

The 66 regular season wins during that span are the most by any team over a five-year span in NFL history.

Additionally, from October 5, 2003 to November 8, 2008, the Patriots won 81 games and lost only 19, matching the most successful 100-game streak since the league's inception in 1920.

The Kraft-era Patriots also set three significant NFL records for consecutive wins.



From 2003 to 2004, the Patriots won 21 consecutive games, including the playoffs.

From 2006 to 2008, the Patriots won 21 consecutive regular season games.

Additionally, the Patriots set an NFL record by winning 10 consecutive playoff games (2001-05).

Meanwhile, the Patriots have also won 21 straight games at Gillette Stadium, the longest home winning streak in franchise history.

The Patriots matched this home winning streak after winning their 21st consecutive home game on November 24, 2019.

The success the Patriots had during the first two decades of the new millennium was unparalleled.

Decade of dominance featured more Super Bowl titles (3), conference titles (4), division titles (7), playoff wins (14), single-season wins (18) and wins in a regular season (16) than any other team.

Additionally, no other NFL team has hosted more playoff games (9) or played in more playoff games (18) than the New England Patriots.

The sustained success has earned the "team of the decade" franchise praise from numerous publications.

The following decade was even more productive with 141 total victories, 10 division titles, five conference crowns, 23 playoff games and three Super Bowl victories.



In 1996, the Patriots won their first division title in 10 years.

After beating Pittsburgh in the playoffs that year, the Patriots hosted their first conference championship game in franchise history and defeated Jacksonville, 20-6, to advance to Super Bowl XXXI.

Kraft is widely recognized as one of the most successful owners in professional sports.

In 2017, Kraft was named Honorary Chairman of the Board of Directors of the United Bid Committee of Canada, Mexico and the United States and helped organize the 2026 FIFA World Cup for North America.

As president and CEO of the New England Patriots, investor/operator of the New England Revolution, and owner of Gillette Stadium and Patriot Place, Kraft transformed the undeveloped parcel of land he purchased in 1985 into Foxborough into a world-class New England sports and entertainment destination.

A native of Brookline, Massachusetts, Kraft attended public schools before entering Columbia University on a scholarship. After graduation, he received a scholarship to attend Harvard Business School, where he earned his master's degree in business administration.

Kraft's love of football and the Patriots began decades ago. A Patriots fan since their AFL days in the 1960s, Kraft has attended games at each of the team's venues in Boston: Boston University Field, Fenway Park, Boston College's Alumni Stadium and Harvard Stadium.





Kraft launched his career in the paper and packaging industry with Rand-Whitney Group, Inc., of Worcester, Massachusetts, a company he later acquired.

Under his leadership, Kraft Group's paper and packaging division grew into one of the world's largest privately held, fully integrated forest products companies, including corrugated packaging facilities, paper mills, global distribution of paper and solid wood products and waste paper processing.

International Forest Products, a global marketer and distributor founded by Kraft in 1972, does business in more than 120 countries annually, is the seventh largest exporter in North America and has consistently been ranked among the top 10 in the annual rankings published by The Journal of Commerce.

Within its companies, Kraft also built the first paper mill that produces products from 100% post-consumer fiber and wastewater in the country.

In doing so, he set a new industry standard for environmental responsibility that he modeled in his other companies.

Throughout Kraft's professional career, many of his greatest risks yielded the greatest rewards.

This was true throughout his quest to buy the Patriots, beginning in 1985, when he first purchased an option on the land surrounding the old Foxborough Stadium in Massachusetts.

It was a significant investment for an undeveloped parcel of land, but proved to be an important first step in a long process of purchasing the Patriots.

In 1988, he took a new step by buying the stadium.

With a binding lease until 2001, the acquisition of the old stadium proved to be an invaluable asset in Kraft's quest to gain ownership of the team.

When the opportunity arose to purchase the team in January 1994, Kraft faced a difficult business dilemma.

He had to decide between committing more than \$172 million in family resources to purchase the Patriots or accepting a lucrative \$75 million buyout offer to cancel the remaining years of the team's stadium lease and allow the team to leave New England.

On January 21, 1994, Kraft passed on the buyout offer, choosing instead to make an 11th hour bid to purchase the team.

On February 26, 1994, a day after Kraft gained approval from the league, season tickets for the 1994 season went on sale and Patriots fans showed their support for Kraft's decision in record numbers.

By the end of the first business day, 5,958 subscription orders had been processed, breaking the previous single-day sales record of 979.

In his first year of ownership, the Patriots won their final seven regular season games to advance to the playoffs, ending an eight-year playoff drought.

By his fifth anniversary as owner, under two different head coaches, the Patriots had already established themselves as perennial playoff contenders, qualifying for the playoffs four times, twice as champions of division.







# AFC CLASSIC PACK

EAST

*Homage*















PLAYBOOK

ISSUE II  
SEPTEMBRE 2023