

Ways to wear... Colourful kicks



£49, M&S Collection



£80, Gola



£120, Veja



£170, Alohas



£350, Stuart Weitzman



Burberry



£90, Adidas



Yes, it's possible to wear rainbow trainers without looking like a toddler. In fact, they are positively on trend. Jessica Burrell explains why they've come to dominate modern footwear – for men and women alike – and how to use bold shoes to polish any outfit

There was a time when plain white trainers were a wardrobe necessity. But, to the delight of those who struggled to keep theirs looking box-fresh, those days appear to be long gone. Now, they have been refashioned in a kaleidoscope of hues; and from gleaming metallics to uplifting primary shades, they're an invaluable way of injecting some life into a wardrobe, for men as well as women.

When it comes to colourful trainers, there are a few seminal styles to be aware of. One is the Adidas Samba, whose trio of stripes

in various colours became near ubiquitous in recent years – its covetable status enhanced by a series of sell-out collaborations (including particularly sought-after pieces from British designer Grace Wales Bonner). When Rishi Sunak wore Sambas to promote tax policies during a Downing Street interview in 2024, it might have seemed like the death knell was sounding. But fans have returned to alternatives such as Adidas's Spezial and Gazelle styles, whose proponents include Brad Pitt and Paul Mescal.

Another notable rainbow trainer



£130, Hoff



£89, Hobbs



£129, Saye



£150, Onitsuka Tiger



Wales Bonner



£325, Hogan



£75, Puma



£89, Dune



£195, Russell & Bromley

is Onitsuka Tiger's Mexico 66 style, made famous in vibrant yellow by Uma Thurman in *Kill Bill* and now worn by high-profile figures such as the Prince of Wales.

Increasingly, colourful trainers are cropping up on the catwalks too, from Burberry to Miu Miu. For Net-a-Porter's fashion director Kay Barron, this is no great surprise. Lately, she says, "bursts of colour have dominated trends, whether it be the all-red moment, or butter yellow more recently. It's only

natural that this has extended into trainers. Accessories remain one of the easiest ways to embrace a trend, and trainers offer a simple yet impactful way to introduce a touch of colour to any outfit."

So, which shade to go for? Net-a-Porter has seen customer searches for "pink sneakers" increase by 200 per cent in the past six months (Hobbs also has a great take on these), while Tarantino-inspired yellow proves a surprisingly wearable choice (no matching

jumpsuit required). For just a touch of bright colour, look to Veja, whose distinctive V logo comes in a wide variety of hues.

If you don't want to go bright, a neutral option can still provide a welcome break from black or white trainers – see Stuart Weitzman's pair in the deliciously named "Biscotto" tan suede. Just remember to apply liberal amounts of protector spray before stepping out in the rain.

Shopping by Bethan Gwynne

Above centre: model Bella Hadid in New York last summer, wearing eye-catching red and orange Adidas SL 72 trainers with a co-ordinating top