

SEASON is a trailblazing football and fashion platform that launched in London in 2016 to counter the male, pale and sometimes stale state of modern football culture. A cross between a football zine and fashion magazine spanning biannual print issues and stickers, events and more; the evolving interplay between football and fashion is also explored.

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season-zine.com
 @season_zine
 #seasonzinesquad #adidasSEASON

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Dear World Cup fan,

What a tournament that was.

Underdogs-turned-top-dogs, shocks galore and England finally winning a penalty shootout!

Favourite moment, goal, celebration, kit, haircut?

On the first full day of World Cup action, we teamed up with adidas at their London Creator Base to bring SEASON to life. Picking up where the intimate open letters of issue 05 left off, attendees wrote down their thoughts and dreams about the football festival ahead and posed for an accompanying portrait in a workshop to create this fanzine.

Did your predictions come true? #itscominghome

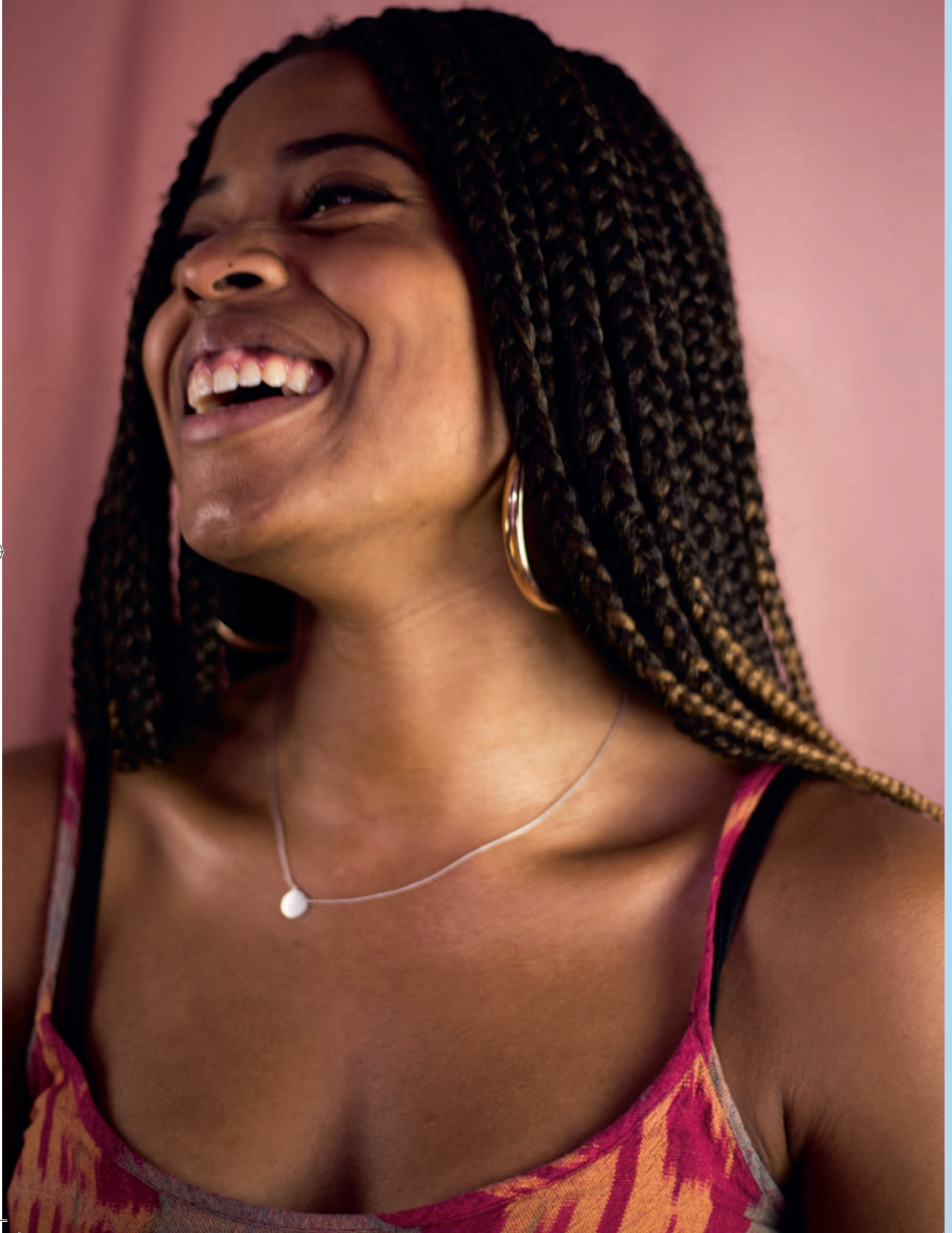
From Japan's on-point pinstripes and insta-famous concept kits, to trending football scarves, the wave of World Cup capsule collections and much more, it's a wonderful time to discuss the evolving interplay between fashion and football. From print to real life, we hosted a 'Fashion of Football' panel at the space as well featuring four of our favourites alongside me to discuss the developments and their work. The honesty and expertise of Romance FC founder and stylist Trisha Lewis, Own co-founder and designer Jack Sharples, journalist and model Nassia Matsa and @SETTPACE concept football kit designer Marlon Feeny-Thompson made it memorable.

We're on a mission to tell stories, make women more visible in football culture, celebrate the diversity of football fandom, and collaborate with exciting talent and brands. This project reflected our incredible trajectory in just two years and it was incredible to spread SEASON's message to a receptive audience. Hours and pages of expert football analysis is all well and good but fans' voices also need to be heard.

Felicia



F E L I C I A





**“YASSS THE WORLD CUP
IS FINALLY HERE! ENGLAND
DOESN'T EXPECT SO THE TEAM
SHOULD BE FREE, FEARLESS
AND ENJOY IT. CR7 TO WIN THE
GOLDEN BOOT.”**





**“THIS YEAR.
IT’S OUR YEAR. LOL...”**

YES AN ENGLAND FAN



**O
E
T
H**



**D
A
R
R
E
N**



**“I THINK FRANCE OR ARGENTINA
WILL BE IN THE FINAL.**

**FRANCE
TO
WIN.”**



“**GWARN
NAIJA!**”

(EVEN THOUGH YOU MAY NOT WIN).”



A P R I L - L O U I S E





**“THE MORE
DIFFICULT
THE VICTORY,
THE GREATER
THE HAPPINESS
IN WINNING
- PELE.”**





L I L I A N





C H A R L Y



“I MEAN, FOOTBALL ISN’T MY FORTE. BUT SWEATY MEN...

HELLO!”

C
E
Y
L
O
N





**“MAY THE KING OF EGYPT BECOME
THE KING OF THE WORLD.”**





M E L I S S A



“I’M LOOKING FORWARD TO THE

**WOMENS
WORLD
CUP.
WOMEN
EQUAL
TO THE
MEN!**

**IT’S GOING TO BE EXCITING.
HOPEFULLY CREATES MORE
OPPORTUNITIES AND INSPIRES
THE YOUNG.”**



O R I A N E

**“IT’S ALL ABOUT TO
BEGIN... AND IT WON’T BE
FORGOTTEN.”**



“FRANCE (I KNOW).”



E M M A





“NIGERIA TO WIN!”



K E M I





“FOOTBALL,

IT’S

NOT

JUST

A

GAME.

IT’S

LIFE!!”





S E M





“

T R I S H A

“IT’S GREAT THAT THERE ARE NOW OPTIONS FOR FOOTBALL APPAREL THAT CATER TO WOMEN AND ARE NOT JUST AN ADAPTATION OF THE MENS SHIRTS.”



FRANCE

- THIS WILL BE OUR YEAR, THIS YEAR...

FOR SURE.”



L A U R A



M A L V I K A + L O V I K A

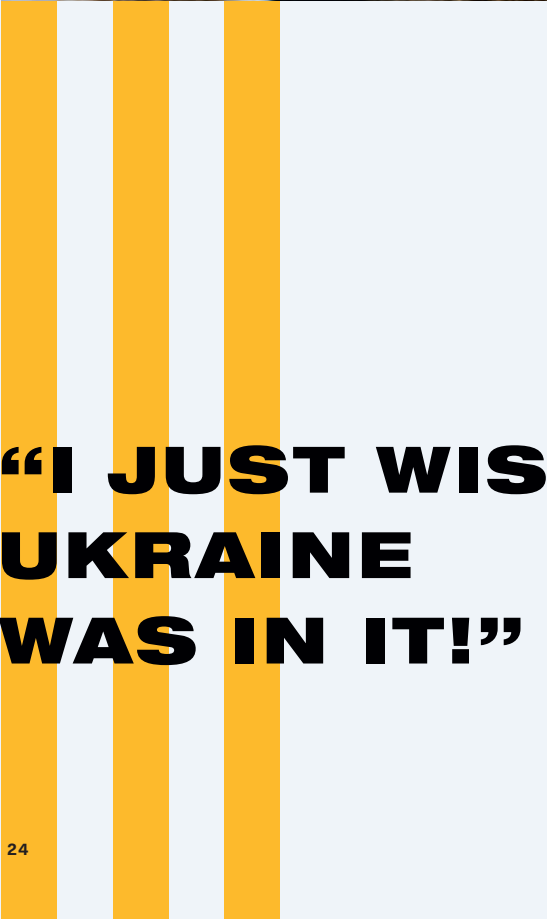




C A R O L I N



**“GERMANY WILL WIN.
BECAUSE EVERYONE WILL
STILL BE AFRAID FROM
LAST TIME.”**



**“I JUST WISH
UKRAINE
WAS IN IT!”**



N A T A L I Y A





“INGERLAND!!



WHY NOT???

Y
M
A





**“I STILL WISH
ITALY COULD WIN.”**





M I C H A E L A



**“THIS
TOURNAMENT
WILL
BE
THE
MOST
OPTIMISTIC.
WAIT
FOR
THE
FINAL...”**



adidas

C H I N E S E



**“FOR THE MEN - ENGLAND TO
 BRING IT HOME. IF NOT, BRAZIL ALL THE WAY.
 WOMEN - IT'S GOING TO BE
 EXCITING. WE'VE GOT QUALITY PLAYERS.”**





“THIS YEAR

IS GOING TO BE

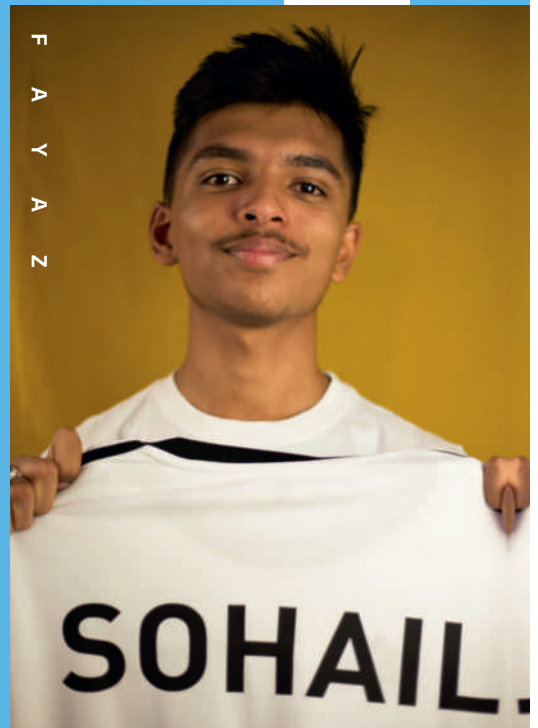
OUR





YEAR.

**KANE IS GOING TO SMOKE THE
WORLD CUP.”**





**“I’LL NEVER FORGIVE LUIS
SUAREZ. NO GHANAIAN
CAN. STILL BURNING FROM
THE LAST TOURNAMENT,
OBVIOUSLY.”**

N E L L I E





