



**SEARCHLIGHT**  
PICTURES

# NEXT GOAL WINS

A design collaboration created with  
Yuki Kihara in partnership with Accompany



**FA'ATASI**



## ABOUT THE PARTNERSHIP



Hit the field with recreational accessories that celebrate an openhearted Sāmoan spirit of community and collaboration, as embodied by the 2014 American Sāmoa international soccer team. Featuring original work by artist Yuki Kihara, with a donation to benefit the Society of Fa’afafine in American Sāmoa, we hope these items inspire you to play joyfully and share the field freely—to discover the kind of team spirit that transcends the bounds of cultures, genders, and geography.



Accompany has partnered with Searchlight Pictures to celebrate the launch of “Next Goal Wins”—a film by Taika Waititi, based on the true story of the 2014 American Sāmoa international soccer team. Inspired by the film, Accompany has created mission-driven merchandise and content that honors Sāmoan craft and culture—including a short film featuring Taika Waititi and Jaiyah Saelua, the first openly transgender pro footballer and the inspiration for a central role in “Next Goal Wins”.



Both the collection and the content highlight the commitment to community and teamwork that define fa’a Sāmoa (‘Sāmoan Way’). The merchandise includes a soccer ball hand-stitched by the nonprofit group Alive & Kicking and a trio of mix-and-match athletic socks—both featuring original prints by Sāmoan artist Yuki Kihara. To further extend the impact, Accompany has made a donation to the Society of Fa’afafine in American Sāmoa.



## ABOUT THE FILM: Based On A True Story

Directed by Academy Award Winner Taika Waititi (*Jojo Rabbit*, *Thor: Ragnarok*) and based on a true story, *NEXT GOAL WINS* follows the American Sāmoa soccer team, infamous for their brutal 31-0 FIFA loss in 2001. With the World Cup Qualifiers approaching, the team hires down-on-his-luck, maverick coach Thomas Rongen (Michael Fassbender) hoping he will turn the world's worst soccer team around. From the team's relentless optimism; to their casual acceptance of teammate Jaiyah Saelua, a fa'afafine (a third gender long recognized in the Sāmoas), and community-first ethos—the ragtag squad may just flip the script on what it means to triumph together, in this heartfelt underdog comedy.

Taika Waititi, Filmmaker  
Jaiyah Saelua, Midfielder







## ABOUT THE ARTIST: Creating Beauty Fearlessly

YUKI KIHARA is an interdisciplinary artist living and working in Sāmoa. Kihara was the first Pasifika and the first Fa'afafine artist to represent Aotearoa New Zealand at the 59th Venice Biennale in 2022. Kihara's work can be found in over 30 permanent collections internationally, among others, including the Metropolitan Museum of Art, Los Angeles County Museum of Art, British Museum, Queensland Art Gallery | Gallery of Modern Art, Australia; Kaohsiung Museum of Fine Arts, Taiwan and Te Papa Tongarewa Museum of New Zealand to name a few.

### **The Prints: A centuries old tradition, reimagined**

The original patterns throughout the collection were created by artist Yuki Kihara to reflect Siapo (handmade barkcloth), one of the oldest Sāmoan cultural art forms. For centuries, Siapo has been passed from generation to generation. Kihara spent years apprenticing under a master artisan, learning the intricate process in order to understand the traditional craft and technique. As contemporary takes on the traditional Siapo symbology, the prints interweave Sāmoan heritage with a vibrant new view of Sāmoa's future.

### **The Exhibit: Reclaiming indigenous third gender perspectives**

The patterns were originally created for Kihara's critically acclaimed exhibition entitled "Paradise Camp", which deconstructs colonial heteronormativity to make a way for a more inclusive Indigenous worldview.









## HAND-PAINTED SOCCER BALL

Ethically crafted in Kenya by nonprofit artisan group Alive & Kicking, each ball was stitched and painted by hand—helping to create meaningful employment for over 1000 craftspeople in sub-Saharan Africa, and fund crucial health and wellbeing programs for underserved youth.

\$58.00

AVAILABLE @ [ACCOMPANYUS.COM](https://www.accompanyus.com)



## ATHLETIC SOCK TRIO

A trio of mix and match socks in three coordinated colors invites you to break the standard style binary, and express yourself on the field.

\$36.00

AVAILABLE @ [ACCOMPANYUS.COM](https://www.accompanyus.com)







## GET TO KNOW: JAIYAH SAELUA

Midfielder for the 2014 American Sāmoan international team,  
and the first nonbinary footballer to play on the world stage.

**To me, being Sāmoan means:**

*Respecting everyone and recognizing the spiritual  
and contextual spaces in which my human relations unfold.*

**The best part about growing up in American Sāmoa was:**

*Being nurtured by my family, village, culture and society  
in a way that I was able to be myself, do what I love,  
and be my best in all aspects.*

**My experience being Fa'afafine and playing on men's sporting teams has been:**

*Comfortable and fulfilling! Being fa'afafine is not taboo—  
we are comfortable in our identities and our teams accept  
that we are different.*

**The most beautiful thing about soccer is:**

*It's ability to unite the world in ways no other sport can, regardless  
of gender identity, ability, race, sexual orientation, geographical location,  
or wealth.*

**One thing I want to tell the next generation of athletes:**

*Diversity makes everything better, no matter what sport  
you choose to participate in.*



## GLOSSARY

### FA'ATASI

Meaning “together,” fa’atasi embodies the sense of community, belonging and inclusivity at the heart of Sāmoan culture. A perfect word to encapsulate the inspiration behind this collaboration.

### FA'AFAFINE

A well-established and long-accepted third gender in the Sāmoas. As has been the case with so many other indigenous nonbinary gender identities, influences from outside the culture are creating new difficulties for fa’afafine both at home and abroad.

### OPEN PLAY

A term used across sports to designate a time in which the field is made open to all players of every level no matter what skill level, age, gender, or ability. At the end of the day, it’s all about sharing a love of the game.

### AMERICAN SĀMOA

This tiny island (pop: 45,035) is an unincorporated U.S. territory. Not to be confused with its next door neighbor, independent Sāmoa, with which it shares a culture. (Although not a time zone!)

### F.F.A.S.

It stands for The Football Federation of American Sāmoa. Once known for losing a game 31-0, today the club is better known for their incredible heart and hustle.

## ABOUT ACCOMPANY

Accompany is a mission-driven marketplace and creative studio, dedicated to activating social impact through ethically-made merchandise and inspiring storytelling. Across all of our products, platforms and partnerships, our aim is to shape a more equitable, empathetic reality, for all.

[SHOP THE COLLECTION @ ACCOMPANYUS.COM](https://www.accompanyus.com)



## THE ROSTER

Art by ——— **YUKI KIHARA** [YUKIKIHARA.WS](https://www.yukikihara.ws)

Soccer ball ——— **ALIVE + KICKING** [ALIVEANDKICKING.ORG](https://www.aliveandkicking.org)

Donation to benefit ——— **S.O.F.I.A.S** [ASSOFIAS.WEBS.COM](https://www.assofias.webs.com)

Concept by ——— **ACCOMPANY** [ACCOMPANYUS.COM](https://www.accompanyus.com)



## ASSET OVERVIEW



CAMPAIGN PHOTOS

PRODUCT IMAGES

VIDEO ASSET





THANK YOU.