



ADIDAS AND THE NBA GO COURT TO STREET TO CELEBRATE 2012 NBA ALL-STAR GAME

New Uniforms Pay Homage to Orlando, Sunshine State

OVERVIEW adidas, the official uniform provider for the NBA, will debut an all-new uniform on the best basketball players in the world at the 61th NBA All-Star Game in Orlando.

Designed by adidas, the 2012 NBA All-Star uniforms were inspired by host city Orlando's vacation atmosphere and the 20th anniversary of the memorable 1992 NBA All-Star game held there.

ALL-STAR INSPIRATION

- Jerseys feature oversized East and West All-Star workmarks, block lettering and layout that pay homage to 1992 jerseys
- Jerseys and warm-ups jackets feature dip-dyed hardwood heather pattern inspired by the floor of the Orlando Arena where the game was held and sun-drenched Florida
- Tonal blue and red colors and three stripes silver and gold accent coloring on side of jerseys and shorts to make uniforms stand out on the court
- Each shooting shirt features stars on the back collar to represent the number of NBA All-Star teams made by each player

FROM COURT TO STREET

- On-court warm-ups feature functional stretch denim pants and lightweight windbreaker style, full-zip jackets
- Each has tonal grey coloring with East (Blue) and West (Red) accents for a stylish off-court look to match the laid back Florida vibe
- To showcase the court to street feel, the jackets feature elbow patches and laser perforated color contrast the pants feature mock denim stitching and pockets
- The woven NBA All-Star shorts are inspired by board shorts and feature a sublimated mesh pattern for high performance and breathability

Replica NBA All-Star jerseys are available at retail with a full range of NBA All-Star apparel from adidas including men's and women's tee shirts, track jackets and headwear. Available at the NBA Store at Jam Session, Orlando Magic Team Shop at Amway Center, the adidas Factory Outlet at Orlando Crossing and NBAStore.com.

FOR MORE INFORMATION

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