**adidas and the nba DEBUT**

**New on-court collection**

|  |  |
| --- | --- |
| **OVERVIEW** | As tip-off nears on Oct. 29, adidas and the NBA will debut an all-new premium collection of on-court apparel. The NBA On-Court Collection will outfit all 30 NBA teams with the most innovative performance and on-trend style. |
| **ON-COURT WARM-UP JACKET & PANT** | * To illustrate the speed of the game, the jacket features intensity graphics on the sleeves and front panel of the body * Sleeves and trim of the jacket feature contrasting color to the body of the jacket * An homage to team pride, the back of the jacket features the geographical team name and logo in white-stencil font * Warm-up pant features ventilation panels built into high-performance areas for comfort and functionality along with adidas’ classic three stripes |
| **VARSITY WARM-UP JACKET** | * Designed to capture the classic varsity jacket look and feel and built for optimal performance and on-court usage * Worn by all players and teams for weekend home games after Christmas Day * Classic heather grey-based jacket with contrasting team-colored sleeves * Soft-textured team patch logos on the back and left chest complete the varsity look |
| **LONG-SLEEVE SHOOTING SHIRT** | * Team name across the chest in official team font * Front and back panels feature contrasting team colors along with accenting impact camo sleeves to illustrate speed and style |
| **SHORT-SLEEVE SHOOTING SHIRT** | * Varsity-style shooting shirt features team letter logo on the left chest * Features player’s name and number on the back and an impact camo pattern across the entire shirt to illustrate speed and style |
| **AVAILABILITY** | The adidas NBA On-Court Collection is available Oct. 15 at [NBAStore.com](http://nbastore.com/) |
| **FOR MORE INFORMATION** | For more information, visit [news.adidas.com](http://www.news.adidas.com) and [facebook.com/adidasbasketball](http://www.facebook.com/adidasBasketball), plus [@adidasHoops](https://twitter.com/adidashoops) on Twitter and Instagram or contact: Madeline Breskin, adidas PR, (o) 971.234.2220, (m) 971-295-6936, [Madeline.Breskin@adidas.com](mailto:Madeline.Breskin@adidas.com) or Sheena Morales, NBA Communications, (o) 212.407.8204, (m) 201.560.7682, smorales@nba.com |

###