**Adidas and the nba UNVEIL**

**2014 NBA All-Star uniforms**

*New Uniforms Inspired by New Orleans’ Rich and Unique Culture*

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| **OVERVIEW** | adidas, the official on-court apparel provider for the NBA, will debut uniforms for the 63rd NBA All-Star Game in New Orleans on Feb. 16.  Designed by adidas, the uniforms take inspiration from New Orleans’ rich and unique culture, featuring bright Mardi Gras colors, shiny brass and silver accents on a short sleeve silhouette. |
| **UNIFORM INSPIRATION & PERFORMANCE** | * From the prominent fleur-de-lis logo to the bright Mardi Gras accent colors, the 2014 NBA All-Star uniforms were inspired by the city’s history, culture and music * Short-sleeve jerseys feature a fleur-de-lis, the official state symbol of Louisiana * Within the fleur-de-lis logo is a cut out of “W” or “E” representing each conference * Bright, celebratory infusion of Mardi Gras purple and green colors accent the West (red) and East (blue) jerseys, respectively * Woven shorts for reduced weight and increased performance feature a perforated design pattern in each conference’s Mardi Gras accent color |
| **WARM-UPS** | * Black, white and gray varsity style warm-up jackets represent each NBA All-Star’s membership to the East or West teams * Each warm-up jacket is customized with patches to signify individual career accomplishments such as NBA All-Star Game appearances and NBA All-Star MVP awards, NBA Championships, in addition to regular season awards and scoring titles * Heathered sleeves and large chenille conference logo patch complete the varsity look |
| **AVAILABILITY** | NBA All-Star jerseys ($80 - $130) are available at [NBAStore.com](http://store.nba.com/) with a full range of NBA All-Star apparel from adidas including men’s and women’s t- shirts ($22 - $30), track jackets ($80 - $120) and headwear ($16 - $26). |
| **FOR MORE INFORMATION** | For more information, visit <news.adidas.com>, [adidas Basketball Facebook page](http://www.facebook.com/adidasbasketball), or follow us on Twitter and Instagram [@adidasHoops](http://www.twitter.com/adidashoops) |
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