**The Wait is Over: adidas Laces Up James Harden**

Today marks the beginning of a game-changing partnership for adidas and Houston Rockets superstar James Harden. Providing an exclusive look at a special delivery of Harden’s first adidas kicks and gear, the wait is finally over.

The launch of adidas’ new partnership with Harden moves the game forward and bears a message that change is certainly coming – the future starts now.

Check out the video [here](https://youtu.be/WffdAbNFyC0) and images are available for download [here](http://we.tl/XlBpfQUS37).

Here’s what the three-time NBA All-Star had to say about the industry’s most dynamic partnership:

“Doing what’s expected isn’t enough for me. I’ve taken chances to put myself in a position to be successful and I’m hungry for more. I want to be true to who I am, even if that means taking risks or doing things different from the status quo or what other people expect,” Harden said. “Wanting to be the best – that comes with hard work, focus and making sure I’m always growing my game. It’s a credit to my time in Houston and I’m just trying to enjoy the moment, but I still have to remember how I got here and all the hard work it took.”

“After meeting with adidas I knew we could create something people won’t see coming. They want to celebrate me for who I am and what I stand for. They want to help me be closer to my fans, tell my story and make incredible product together. This is my chance to do something that can’t be done anywhere else. I think of myself as a creator on the court and I’ve built a game different than any other player in the league. I see an opportunity to become one of the best players in the world – adidas is the partner who will help me get there. I can’t wait to get started.”

When he’s on the court, James will lace up the Crazylight Boost 2015 in a variety of Houston Rockets colors.

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