



## ADIDAS AND DERRICK ROSE LAUNCH D ROSE 7 SIGNATURE BASKETBALL SHOE

*New York Knicks Point Guard Pays Homage to Chicago with Seventh Signature Shoe as He Begins  
New Chapter in His Career*

**PORTLAND, Ore. – July 20, 2016** – As Derrick Rose prepares for the bright lights of New York City, adidas Basketball starts the next chapter of his signature series with the D Rose 7. Inspired by the Great Chicago Fire of 1871, the D Rose 7 is a tribute to Derrick’s beloved hometown of Chicago and the city that raised him.

The D Rose 7 echoes the resilience of Rose’s passion for the game and perseverance through every challenge. The silhouette introduces unique elements of strength and for the first time, incorporates full-length BOOST through a design inspired by fire and one’s willingness to rise from the ashes. Built for unmatched flexibility and comfort, the D Rose 7 is designed to harness the raw energy of Derrick’s style of play, including powerful strikes against defenders in traffic and speed at both ends of the floor.

“Chicago’s always been my home and this shoe represents the city that made me the man I am today. From how I play the game, how I live my life and how it’s prepared me for my next step in New York,” said Rose. “It’s the perfect tribute to the city and fans that helped raise and support me. It’s built for my game and gives me an added incentive knowing that I’m carrying my city with me on every play.”

True to the history of the Great Chicago Fire and the city’s spirit to rebuild, the D Rose 7 embraces cues from the fluid, yet sharp and unpredictable, shape and motion of fire through a variety of Primeknit color combinations. The silhouette also displays four stars on the heel cage honoring the Chicago flag plus a flame-inspired TPU shank and D Rose signature.

“For each D Rose signature shoe, we focus on a very specific element of storytelling behind what inspires Derrick on and off the court,” said Brian Foresta, vice president of Global Design, adidas Basketball. “With the D Rose 7, we’re ensuring that Derrick’s hometown is never far from him on and off the court. His perseverance and passion to rise above every challenge is what makes him special, so we focused on bringing that to life.”

The D Rose 7 reimagines the brand’s most innovative technology, delivering endless comfort and unrivaled performance:

### **Full-Length BOOST**

The D Rose 7 is the first in the Rose franchise to feature full-length BOOST cushioning for long-lasting comfort and infinite energy return. Incorporating a reinforced TPU shank for stability throughout the outsole, the D Rose 7 is tuned for hard cuts against defenders.



### **Smoke Traction**

Inspired by smoke rising from flames, the D Rose 7 is primed with herringbone traction that delivers optimum grip and control for one of the game's quickest and most explosive players.

### **Lockdown Support**

To support rapid drives to the rim and speed at both ends of the court, a hinged mid-foot lacing panel attaches to a split heel cage and GEOFIT molded collar to increase stability, lockdown and sock-like fit.

D Rose 7 is available in Solar Red on August 11 for \$160 with additional colors dropping throughout the season, including: Smoke Gray (August 13), Hydration (September 16), Black/White/Red (October 1) and White/Black/Red (October 15) .

Follow the conversation @adidashoops on [Twitter](#) and [Instagram](#) with [#DRose7](#).

///

### **About adidas Basketball:**

adidas has been providing innovative products to help the world's best athletes perform at elite levels for more than 60 years, from past legends to today's superstars, such as James Harden, Damian Lillard, Derrick Rose, Andrew Wiggins, Kyle Lowry and Candace Parker.

### **Madeline Breskin, adidas PR**

(o) 971-234-2220

[Madeline.Breskin@adidas.com](mailto:Madeline.Breskin@adidas.com)