

## D Lillard 1 – Men's Basketball



The all-new D Lillard 1 embodies the signature style of Damian Lillard while equipping one of the most lethal point guards in the league with the footwear he needs to compliment his complete game. The D Lillard 1 launches at retailers globally on February 6 and on miadidas.com January 30.

### DAMIAN LILLARD LOGO

- The all-new D Lillard logo is comprised of a D and an L fusing together to create a "o"
  - D: Represents Damian's first name
  - L: Represents Damian's last name and family
  - o: Damian's number on the court, which he chose to symbolize the letter "O" for the three places he's called home – Oakland, Ogden and Oregon
  - A wing made of three stripes represents his crew of close friends, the "Fly Guyz"

### SIGNATURE DETAILS AND STYLE

- Worked side-by-side with Damian to ensure performance elements exceed his needs on-court and signature details compliment his style and personality off the court
- D Lillard logo featured prominently on the heel of the left shoe with the adidas logo featured on the heel of the right shoe
- Damian's social media rap movement, #4BarFriday, inspires each colorway by featuring a lyric written by Damian printed on the insole of the shoe
- "Dame" branding featured on the tongue of the right shoe
- Snakeskin print added to the toe cap overlay, a nod to Damian's off court style
- Reflective stripe across the lacing support and tongue represents Damian's ability to "light-up" the scoreboard with his deadly 3-point shot



Spring/Summer 2015

## PERFORMANCE

- The D Lillard 1 provides Damian with the optimal combination of technology and a focused design specifically tailored for his lethal style of play
- Full length adiprene+ cushioning provides smooth heel to toe transition during aggressive cuts
- TECHFIT tongue and inner bootie provides superior fit, comfort and support throughout an entire game
- SPRINT FRAME offers stability through the heel and extends through the midfoot for enhanced lateral support
- Stable low cut design for optimal mobility, comfort and versatility
- Forefoot lacing support provides better lock down and control
- Wave pattern outsole offers peak multi-directional traction on any court

## MIADIDAS

- The D Lillard 1 will be available for unique customization on miadiads.com beginning January 30 for \$125

## APPAREL

- Graphic T-shirts, socks and hats will be available at Footlocker, Eastbay and adidas retail stores that feature unique applications of the Damian Lillard logo

**SIZES:** 7-20

**SRP:** \$105.00

**MORE INFO:** For more information, visit [news.adidas.com](http://news.adidas.com), [adidas Basketball Facebook page](#), [www.adidasbasketball.com](http://www.adidasbasketball.com) or follow us on [Twitter](#) and [Instagram](#) @adidasHoops, [#DLillard1](#)

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