**BORN FROM BROOKLYN: ADIDAS BASKETBALL COLLABORATES WITH LOCAL ATHLETES TO CREATE MARQUEE BOOST, PRO VISION AND N3XT L3V3L, FEATURING NEW LIGHTSTRIKE CUSHIONING**

*Built in partnership with the adidas Brooklyn Farm and born from local insights, new styles will be available to purchase during 24-hour hype drop December 1st*

**BROOKLYN, New York, November 27th** – adidas Basketball today introduced its latest footwear and apparel collection for the Spring/Summer 2019 season, co-created with the adidas Brooklyn Farm. Born from Brooklyn and inspired by collaborative conversations with athletes in New York City, the collection is designed to lead basketball’s ongoing evolution and push boundaries to enhance the future of the game. Highlighted by **N3XT L3V3L, Marquee Boost** and **Pro Vision** silhouettes**,** four unique colorwayswill be available exclusively on adidas.com for 24-hours on December 1st before official launch later this year.

“At all stages, the game of basketball is changing, and athletes are creating new ways to hoop,” said Rashad Williams, Senior Director, Footwear for adidas Basketball. “We aimed to shake up the way we create our products to match that, so players from high school to the NBA could look good, feel good and take their game to the next level. We listened to their feedback, collaborated with some of the best design minds in our company and created this new line that’s built for the kid’s game, life and world.”

Embroidered with the zip code “11222”, each model pays homage to the world’s basketball mecca, the city of Brooklyn, while providing athletes with true performance benefits and reimagined style to elevate their game both on and off the court.

**N3XT L3V3L**

Combining aesthetic with performance like never before, **N3XT L3V3L** is the first-ever laceless basketball shoe from adidas that’s perfected for on-court play. Shaped by a full Primeknit upper for unparalleled lockdown and comfort with no strings attached, N3XT L3V3L is engineered with a lateral banking barrier for midfoot stability and targeted support when the game is at its toughest.

N3XT L3V3L is also the first shoe to feature **LIGHTSTRIKE**, a new super-light midsole that provides the perfect balance of lightweight cushioning and on-court responsiveness. Concepted from fundamental consumer insights and a true need for innovation, LIGHTSTRIKE gives players full movement support and improved step-in comfort without any extra weight. The new midsole was created exclusively by adidas Basketball, making it perfectly tuned for explosive movements, lateral quickness and the demands of the game. The combination of this lightweight midsole with the first completely laceless upper in the market showcases the brand’s vision for future of the basketball.

**MARQUEE BOOST**

Designed in both a low and mid version, **Marquee Boost** is the most comfortable shoe in the game; inspired by adidas icons from the past, but designed for the future. The silhouette is built with full-length Boost cushioning for all-day comfort, a padded ankle collar for support, and a herringbone outsole for durable traction.

**PRO VISION**

Built forgameday and any day, **Pro Vision** is constructed with a ripstop midfoot cage and tailored performance collar for flexible stability and comfort. A full-length Bounce midsole delivers responsive cushioning while a herringbone traction pattern ensures unrivaled grip no matter the court surface.

“With this collection, we looked to the basketball consumer themselves to tell us what’s most important, and then worked tirelessly, creating hundreds of prototypes to perfect our designs and create something that’s never been done before, but is still undeniably adidas,” said Denis Dekovic, Creative Director at the adidas Brooklyn Farm. “For Marquee Boost and Pro Vision, we looked to past icons for inspiration, but with N3XT L3V3L, we took fundamental insights to create an icon for the future that will inspire younger generations to play. That emotional response from the kid is what we design for.”

**N3XT L3V3L** **($180)** **Marquee Boost** **(Mid, $130 and Low, $120),** and **Pro Vision** **($100)** will be available for 24-hours on December 1 at [adidas.com/basketball](https://www.adidas.com/us/basketball-shoes), with additional pairs of Marquee Boost and Pro Vision dropping on December 2.

Follow the conversation @adidashoops on [Twitter](https://twitter.com/adidashoops) and [Instagram](https://instagram.com/adidashoops/?hl=en) with #N3XTL3V3L, #MarqueeBoost and #ProVision.

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