**ADIDAS SPOTLIGHTS DAMIAN LILLARD’S CREATIVE IDENTITY ON & OFF THE COURT WITH DAME 6**

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* Dame 6 narrates the story of Damian Lillard’s duality as an athlete and a creator
* Lillard’s newest signature collection features LIGHTSTRIKE cushioning for elite performance
* Dame 6 officially drops on November 29

All-Star, rapper, father, brother and son. Designed to embody all facets of Damian Lillard’s creativity and persona, adidas Basketball today officially unveils Dame 6. The latest edition of Dame’s signature line introduces a variety of energetic colorways, including “Ruthless” and “Hecklers,” which tell the story of Lillard’s dichotomy on-and-off the court.

“I come out to compete against people, but I don’t say a whole lot. I don’t talk trash, I just go at them every opportunity I get,” said Lillard. “There’s a way to go about it in life and in basketball, being compassionate and ruthless. It’s important to have both; I was raised that way.”

When it’s ‘Dame Time,’ Lillard is known for his tenacity. The first colorway in the collection features the word “Ruthless” proudly painted in bold script on the medial midsole. The black textile mesh upper, providing breathability, is highlighted with split hues of neon pink and green and accented with a black suede overlay on the toe box.

Drawing inspiration from Dame's ability to quiet the opposition when he knocks down a big shot in the clutch, the "Hecklers” pack is centered around four team colors and features a graphic print with zipped up emojis. Each colorway is designed with a “Get Dealt With" message and the final touch includes the word “Hecklers” strategically placed on the heel tab for all to see as Lillard walks off the court.

“Early in the design process, the many sides of Dame’s personality emerged during our conversations with Dame – he’s a leader, a family man, a businessman and more, but when he hits the court, a different side comes out,” explained Jimi Taylor, Senior Footwear Designer for adidas Basketball. “The silhouette embodies Dame’s multi-dimensional persona from both sides of the shoe. The outside speaks to Dame’s focus, while the interior peels back the layers to showcase the inner workings of the shoe and celebrates Dame’s ruthless mindset on the court.”

This is the first model in the Dame series to feature LIGHTSTRIKE technology, the super-light midsole that provides the perfect balance of lightweight cushioning and on-court responsiveness. LIGHTSTRIKE ensures enhanced full-length comfort, support and response – perfect for Lillard’s lethal combination of relentless drives to the hoop, or sudden step-back threes.

Crafted for a precision fit and lateral support, Dame 6 delivers a lock-down feel through an anatomical webbed lacing system. The comfortable, breathable upper is powered by a translucent outsole that emphasizes the new traction pattern, dynamic heel edge and rounded edges that have been designed for unparalleled traction and multidirectional movements.

Dame 6 “Ruthless” officially drops November 29, followed by “Hecklers” on January 18. Additional colorways will be announced at a later date, all available for $110 at adidas.com and select retailers. Follow the conversation @adidashoops on Twitter and Instagram with #Dame6.

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