



Books





Books

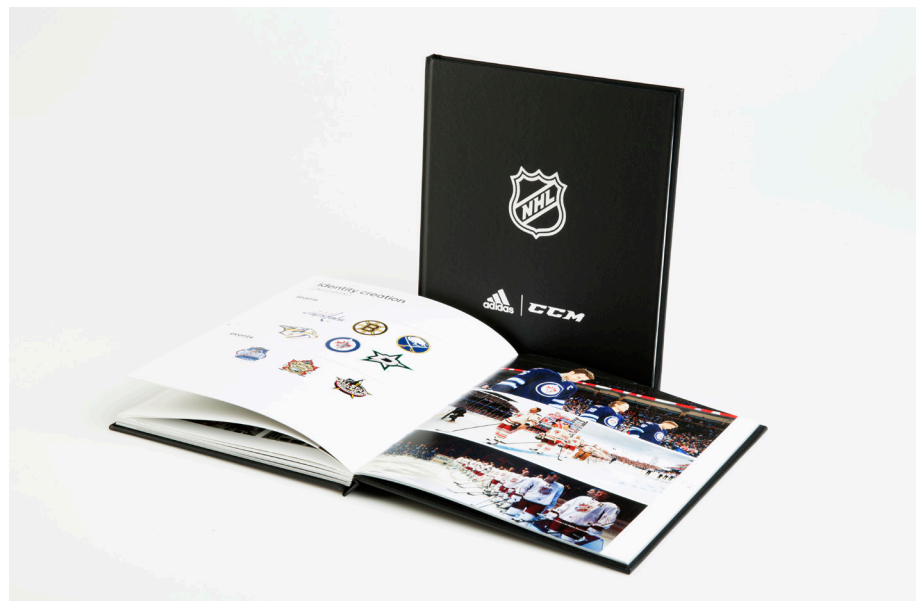
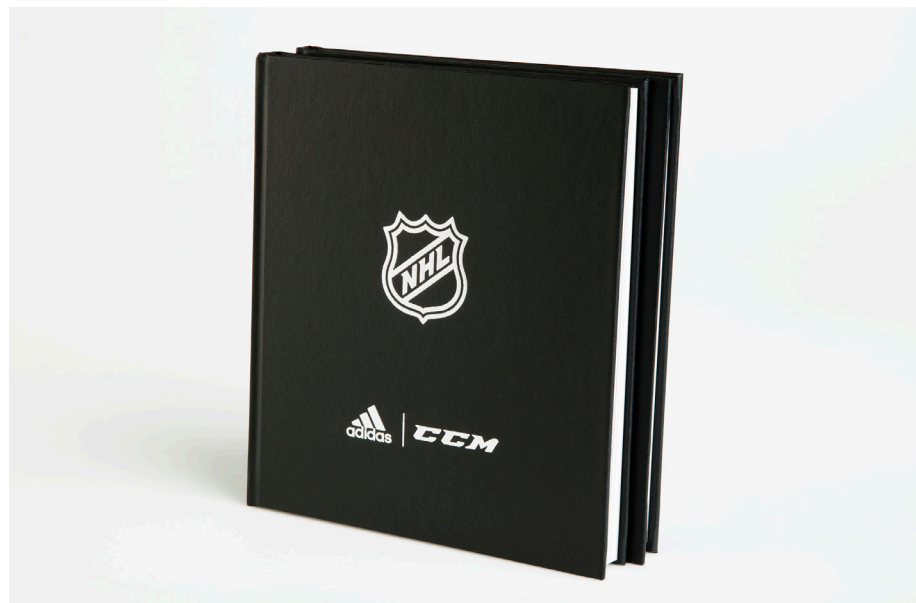
adidas / NHL / License Extension Proposal

On Tuesday September 15, 2015 The NHL and adidas announced a seven-year partnership that made Adidas the official outfitter of on-ice uniforms, and official supplier of licensed apparel and headwear, for the League starting with the 2017-18 season. This is the book that helped seal that deal!

<https://www.nhl.com/news/adidas-to-become-official-nhl-outfitter-in-2017-18/c-779133>

Jason Weeks / Design

Client / adidas / NHL





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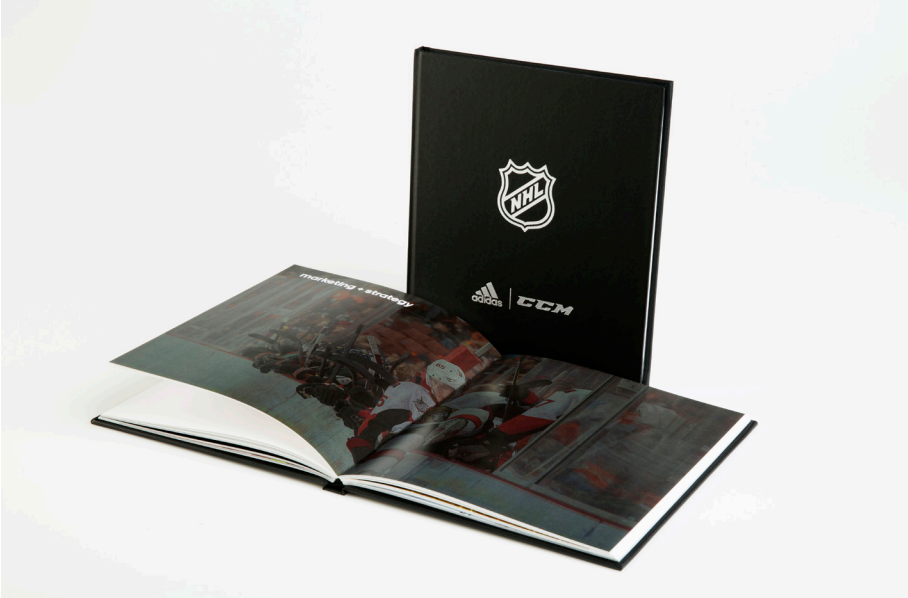
adidas / NHL / License Extension Proposal

<p>adidas GROUP</p>	<p>we believe</p>	<p>living the nhl brand</p>
<p>generation us 2015</p>	<p>global retail</p>	<p>adidas retail stores</p>
<p>together the possibilities are endless</p>	<p>innovation + power</p>	<p>global alignment with the nhl</p>
<p>techfit. performance apparel</p>	<p>performance apparel</p>	<p>ccm innovations</p>
<p>ccm innovations</p>	<p>ccm innovations</p>	<p>player safety</p>
<p>marketing + strategy</p>	<p>adidas + taylormade = tmag</p>	<p>tmag growth</p>
<p>team retail</p>	<p>premium retail</p>	<p>adidas retail</p>
<p>nhl store & .com</p>	<p>digital marketing</p>	<p>digital marketing</p>
<p>digital marketing</p>	<p>we are all about service to our partners, our brands & customers</p>	<p>dedicated service webstores</p>



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adidas / NHL / License Extension Proposal





Books

adidas / Originals / Look Book

Here's another highlight I had during my Adidas career. I led the creative on this project from start to finish. Printed and produced by R.R. Donnelley, this was featured and distributed to all our Adidas and NBA buyers and representatives at our HO11 NBA National Sales Meeting.

Jason Weeks / Creative Direction / Design

Client / adidas / NBA





Books

adidas / Originals / Look Book





Books

adidas / ABA / Collection / Catalog

I had the pleasure of photographing, and designing, a neat little fold out catalog for a very limited and premiere product offering from Adidas. Blue Chip Originals was a select collaboration between adidas Originals and the archives of famous sports brands of America. These limited edition collections were launched exclusively in the top tier street wear boutiques, department stores, around the world.

Jason Weeks / Creative Direction / Design / Photography
Client / adidas / NBA / ABA





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adidas / ABA / Collection / Catalog





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adidas / ABA / Collection / Catalog



SPRING 09

blue chip collection

Blue Chip Originals. A select collaboration between adidas Originals and the archives of the famous Sport Brands of America. With a mix of authenticity, creativity, and limited edition collections, the intent is to take stories from past sport traditions and make them relevant to today's trend conscious consumer.

These limited edition collections will launch close to market, exclusive to only the top tiers of streetwear boutiques, limited department stores, and trend right shops around the world. Offered to you through our partnership in retail service by our east and west coast showrooms.





3999A ABA MEN'S TEE
A799A

- 100% Cotton, Men's Fit Tee
- 2 Color Flank
- Vintage Basketball game-in-progress
- Horizontal American Basketball
- Original Blue & Grey Color Tag
- Horizontal 2 Color Detail

Net Price	\$27.50	MSRP	\$34	Size	S-DL
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Availability of stock: 2009
Minimums: Reference customer price information (04/09)

Comments:
Respected Size Scale 1002007 (S-DL)
*Based on size guide (see page 100)



3997A NBA MEN'S TEE
A797A

- 100% Cotton, Men's Fit Tee
- 2 Color Flank
- Vintage basketball game-in-progress
- Horizontal American Basketball
- Original Blue Chip ABA Tag
- Horizontal 2 Color Detail

Net Price	\$27.50	MSRP	\$34	Size	S-DL
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Availability of stock: 2009
Minimums: Reference customer price information (04/09)

Comments:
Respected Size Scale 1002007 (S-DL)
*Based on size guide (see page 100)



3992W ABA WOMEN'S TEE
A792W

- 100% Cotton, Women's Fit Tee
- 2 Color Flank
- Vintage Basketball game-in-progress
- Horizontal American Basketball
- Original Blue & Grey Color Tag
- Horizontal 2 Color Detail

Net Price	\$27.50	MSRP	\$34	Size	S-DL
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Availability of stock: 2009
Minimums: Reference customer price information (04/09)

Comments:
Respected Size Scale 1002007 (S-DL)
*Based on size guide (see page 100)





The original ABA was founded in 1947, competing with the well-established National Basketball Association, until the ABA-NBA merger in 1976.

According to The NBA Encyclopedia, the two teams had been in talks for a merger since 1964, but it was not until 1975 that the merger occurred. ABA officials said their membership would more than double.





Books

adidas / ABA / Collection / Catalog





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adidas / NFL / License Extension Proposal

On October 12, 2010 the NFL announced that Nike would become the league's exclusive maker of licensed on-field apparel including uniforms, clothing worn on the sidelines and fan gear. Reebok had a 10-year contract with the NFL. The new agreement with Nike began in April 2012, and is for five years. This book contains the details of what we were proposing with Adidas to the NFL at that time.

Jason Weeks / Design

Client / adidas / NFL





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adidas / NFL / License Extension Proposal



JWEEKS CREATIVE

