



WEEKENDER

Game 7

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WearTesters.com
Sole Engineer

The Weekend Discussion

Sound off in the comments below!

CAVALIERS ● Game 7 ● WARRIORS

Will the Cavs be the first team to come back from 3-1 in the Finals? Will they do it against arguably the best regular season team ever? Will this be LeBron's best finals victory? Is his legacy marred in defeat, or does his performance discount the 2-5 record? The Cavs picked up their pace, moved the ball with gusto, and ran the Warriors out of the Q on Thursday night. Can they do it again? If the Cavs win, I see a champagne shower riding on off balance threes from J.R. Smith, a surprise contribution from Channing Frye, and a cool 38 points from Kyrie Irving.

Are the Warriors healthy enough, energized enough, or even good enough to hold off LeBron & Co's momentum? How loud will the Oracle be as each team sprints out of the tunnel for the most highly anticipated Game 7 since the 2010 Finals between the Celtics and Lakers? How hampered is Iggy? Will the Splash Brothers wake up and smell the urgency? So many questions, but none greater than those that will examine the merits of this exceptional team if they do not win the Championship. Klay and Dray will play big....I'm sticking with the Dubs!

WHO YOU GOT?

UAS - The Come Up



Under Armour just recently announced the unveiling of a new product sector, UA Sportswear. Tim Coppen, Belgian designer of fashion line fame, will head UAS as the Executive Creative Director.

Senior Vice President of Sportswear at Under Armour, Ben Pruess said "His understanding of both worlds and ability to craft a creative expression to capture this is truly remarkable. Together, we are creating a unique collection for the Beyond Ambitious generation – the young and determined professional. UAS is optimized for their life, helping them rise above the variable conditions of every day."

Thinking of Nike Sportswear, the Tech line, Adidas Originals, Consortium, Y-3, etc. they all help establish the coolness factor and relevance on the streets for otherwise sports-centric brands. Will UAS be that for the Under Armour business? I'm thinking UAS may be the next step to earning the respect of consumers as UA matures beyond fur lined Spawn Anatomix and the much maligned Chef Curry's.

The 'Stay Woke' Section



Zoom Soldier 10 Deconstructed



Jordan Superfly 4 Deconstructed



361 Mazer Performance Review



Ankle XT Brace Product Review



Nike Zoom Ascension Performance Review

FOOTWEAR DREAMS

You'll Always Remember Your First

"Once there was a 9-year-old kid whose first love was undoubtedly basketball. Ball was life so naturally he grew obsessed with basketball shoes; always lusting after the most innovative shoes which he believed would help him play his best. However, his father didn't see the need.

Now, the kid was a creator so he didn't give up. He began to sketch the shoes he so badly wanted in an effort to persuade his Pops. All day he dreamt about shoes...with little success. But then, having ideas for how to make a better basketball shoe, he started to sketch his own designs. He would sit in school all day sketching shoes. Others took notice and began to ask, "Why?" to which he would respond, "I am going to be a shoe designer!" For this he was ridiculed and told to stop daydreaming. The unbelievers only fueled his inner fire as he worked even harder to achieve his dream. Doors began to open as he found mentorship from those who had been in similar shoes before him.

Then came the eve of his 21st birthday: After committing over half his life to it, Adidas opened a door and brought to reality his dream of being a basketball footwear designer! Like lighter fluid being poured on the fire he came to play. That kid's sketches and ideas have become reality with the launch of the Adidas Crazylight Boost 2016. The first basketball shoe he designed that would be able to serve athletes everywhere.

Nothing has changed. That 9-year-old kid was and still is me, but if you asked him thirteen years ago about his dream it wouldn't have lived up to this reality. Now I'm dreaming bigger than ever before.

So thanks for making me earn it Dad." ----- **Nick Daiber**, adidas basketball

Nick Daiber, designer for adidas basketball, posted that story on his Instagram this week. The post was in response to the official unveiling and release date confirmation (July 2) of his first major design with the brand, the Crazylight Boost 2016.

I had the chance to meet Nick briefly in Portland, OR last summer. He was relatively quiet, but calculated and critical in his comments about our projects. Most of all, there was noticeable fire in his eyes. I won't forget his unrelenting excitement for the footwear industry and his work. Let his story inspire you to follow your passions and **work hard**.

