

**"WHAT DOES  
PERFECTION  
LOOK LIKE TO ME?  
CHAMPIONSHIP  
RINGS."** -KOBE BRYANT



# THE PATCH

ACHIEVEMENT INSPIRATION



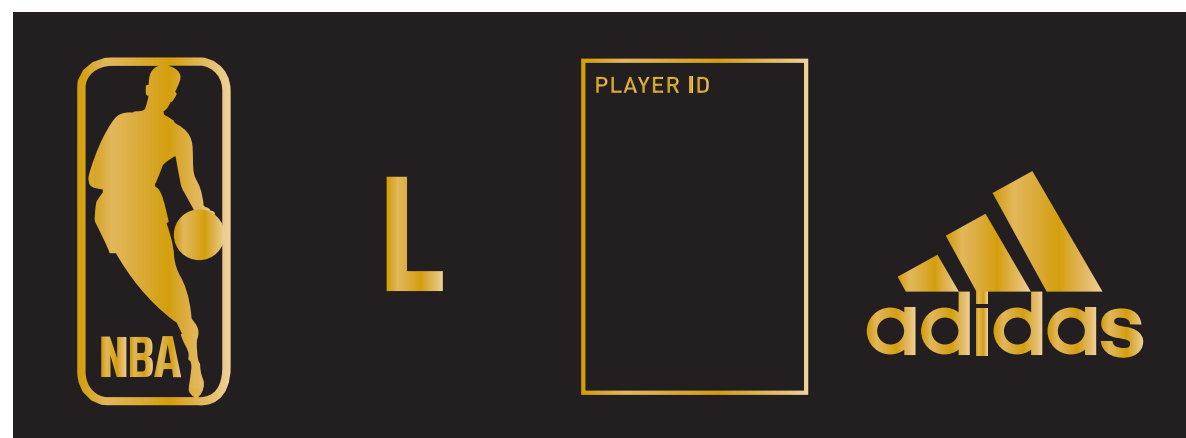
WOVEN COMMEMORATIVE JOCK TAG LABEL



EMBROIDERED LEAGUE / BRAND LOGOS



WOVEN JOCK TAG LABEL



WOVEN CHAMPIONSHIP CLAMP



# KOBE COMMEMORATIVE JERSEY



SPECIAL RETAIL VERSION IN BOX



HEAT APPLIED SATIN TWILL W/ SATIN STITCH



**THE LIMITED EDITION BOX**



# KOBE COMMEMORATIVE JERSEY



BASIC RETAIL VERSION W/ INSIDE ACHIEVEMENT TAPING





HEAT APPLIED SUBLIMATED TWILL



## INSIDE ACHIEVEMENT TAPING

2X FINALS MVP • 5X NBA CHAMPION • SLAM DUNK CHAMPION • 2008 MVP • 18X NBA ALL-STAR • 2X NBA SCORING CHAMPION

10X ALL NBA FIRST TEAM • 81PT GAME • LAKERS ALL TIME LEADING SCORER • 2X GOLD MEDALIST • ALL-STAR MVP • 2X GOLD MEDALIST •

1997 NBA SLAM DUNK CHAMPION • ALL DEFENSIVE TEAM • 6K ASSISTS • ALL NBA DEFENSIVE TEAM • 30K POINTS SCORED • TEAM CAPTAIN

## INSIDE ACHIEVEMENT VERBAGE

- 5X NBA CHAMPION
- 2008 MVP
- 2X FINALS MVP
- 2X NBA SCORING CHAMPION
- 2X GOLD MEDALIST
- 18X NBA ALL STAR
- LA LAKERS ALL TIME LEADING SCORER
- 81 PT. GAME
- 1997 SLAM DUNK CHAMPION
- ALL DEFENSIVE TEAM
- ALL NBA FIRST TEAM
- SLAM DUNK CHAMPION
- ALL-STAR MVP
- 30K POINTS SCORED
- TEAM CAPTAIN
- 6K ASSISTS

## INSIDE TAPING EXECUTION

