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Over the years, we've seen NBA stars choose to be endorsed by brands not named Nike, Jordan Brand, Drop Jordan or Under Armour. For example, Klay Thompson is with Anta and who can forget Latrell Sprewell's shoes with Dada? Even though it's happened a number of times, it's still shocking to see stars choose lesser known brands such as when Dwayne Wade left Jordan Brand to sign with the Chinese brand, Li-Ning.
Now it looks like Buty Jordan Sklep will be having some company in Portland Trailblazers star, CJ McCollum. According to Blazers reporter, Casey Holdahl, McCollum will be jumping ship to Li-Ning very soon. McCollum added more speculation to the news when he was spotted wearing a pair of Li-Nings in the Blazers' recent preseason game on Tuesday.
However, a deal has not been finalized and Cheap Air Max was wearing Nikes during a Blazers scrimmage this past Sunday. It remains to be seen what decision CJ McCollum makes, but with Nike's competition closing the gap, it can't be a good sign for the Swoosh if talented young stars like McCollum are willingly leaving.