



LEBRON JAMES AND THE LOS ANGELES LAKERS TOP THE NBA'S MOST POPULAR JERSEY AND TEAM MERCHANDISE LISTS IN ITALY FOR THE SECOND CONSECUTIVE YEAR

- Kevin Durant of the Brooklyn Nets Ranks No. 2 on Top-Selling Jersey List -

LONDON, March 10, 2021 – The National Basketball Association (NBA) today announced that LeBron James and the Los Angeles Lakers have secured the top spots on the NBA's Most Popular Jersey and Team Merchandise lists in Italy and across Europe for the second consecutive year. Results are based on sales from [NBAStore.eu](https://www.nbastore.eu), the official online NBA Store in Europe operated by Fanatics (International) Limited, since the beginning of the 2020-21 NBA season.

The Brooklyn Nets' Kevin Durant is ranked No. 2 on the jersey list, followed by the Golden State Warriors' Stephen Curry at No. 3, the Nets' Kyrie Irving at No. 4 and the Dallas Mavericks' Luka Dončić at No. 5.

Trailing the Lakers on the Most Popular Team Merchandise list in Italy are the Nets (No. 2), Boston Celtics (No. 3), Chicago Bulls (No. 4) and Warriors (No. 5).

Top 10 Most Popular NBA Jerseys

1. LeBron James, Los Angeles Lakers
2. Kevin Durant, Brooklyn Nets
3. Stephen Curry, Golden State Warriors
4. Kyrie Irving, Brooklyn Nets
5. Luka Dončić, Dallas Mavericks
6. James Harden, Brooklyn Nets
7. Giannis Antetokounmpo, Milwaukee Bucks
8. Ja Morant, Memphis Grizzlies
9. Jimmy Butler, Miami Heat
10. Russell Westbrook, Washington Wizards

Top 10 Most Popular Team Merchandise

1. Los Angeles Lakers
2. Brooklyn Nets
3. Boston Celtics
4. Chicago Bulls
5. Golden State Warriors
6. Miami Heat
7. Dallas Mavericks
8. Milwaukee Bucks
9. Toronto Raptors
10. Philadelphia 76ers

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