
Press Release

April 2011

Engineered Luxury Sportswear

Technical Performance and Luxury Design for Fall/Winter 2011

Stuttgart/Herzogenaurach. Leading-edge performance engineering, sophisticated design, meticulous craftsmanship: These are the hallmarks of Porsche Design Sport, an innovative collaboration between the luxury brand Porsche Design and adidas, now debuting its 10th season of engineered luxury sportswear for men. The new Fall/Winter 2011 collection focuses on maximising protection, performance and style for training and adventure in a range of winter conditions.

The season's most exciting debut is the Winter Training package, inspired by Porsche Ice Force training course in the north of Finland. The meticulously crafted collection is designed to keep outdoor adventurers dry and comfortable, even in the most arduous winter conditions. Apparel highlights include the Down Jacket, engineered with a water-repellent shell in a signature Porsche Design Sport mélange pattern insulated with premium 90% down / 10% goose feather fill, and the Extreme Pant, featuring a woven schoeller® fabric treated with 3XDRY® technology with four-way stretch and a hydrophilic finish that lifts moisture away from the skin.

In footwear, the ultra rugged Winter Boot is engineered for maximum warmth and traction over unpredictable icy terrain. The high-performance boot features a water-proof GORE-TEX® membrane and ultralight PrimaLoft® insulation for unmatched thermal protection. The rugged outsole is equipped with temperature-sensitive lugs that act like spikes to maximise grip in ice and snow.

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This season, Porsche Design Sport continues its partnership with three outstanding figures of sport that personify the brand's commitment to integrity and excellence. Three-times Olympic Gold medalist and two-times America's Cup winner Jochen Schümann collaborates for his fourth season of development on the Porsche Design Sport sailing range. World-renowned football coach José Mourinho and six-times Grand Slam champion Stefan Edberg enter their third season of partnership, reflecting a personal enthusiasm for the brand's revolutionary sports technology and minimalist, modern design.

The new Porsche Design Sport collection will be available worldwide from July 2011 in Porsche Design stores, adidas Sport Performance Concept stores, shop-in-shops and high-end department stores.

Porsche Design Sport is a collaboration between the adidas brand and the luxury brand Porsche Design. Launched in 2006, the Porsche Design Sport collection fuses engineering excellence with an inherent commitment to refined style. The range of luxury sportswear utilises the industry's most advanced technologies in concert with luxurious, exclusive materials, performance-enhanced details and impeccable craftsmanship. Stylish yet understated, casual yet technical, Porsche Design Sport is defining a new era of engineered luxury sportswear.

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