
Press Release

November 2011

Engineered Luxury Sportswear

Porsche Design Sport devoted to the majesty of skiing

Stuttgart/Herzogenaurach. Floating down powder-lush mountains in the Andes. Making fresh tracks off-piste at Courchevel 1850. For purists, skiing is as much about personal discovery and majestic surroundings as it is about sport. For its 10th season of collaboration between Porsche Design and adidas, Porsche Design Sport debuts a winter range devoted to the passion of skiing. The newest line of engineered luxury sportswear for men fuses leading-edge technology with elegant, purist styling to ensure protection, technical performance as well as a fashionable appearance on the world's most challenging slopes and backcountry terrain.

One of the centrepieces of the new collection is the Ski Jacket, which is precision built from a breathable, two-layer, water- and windproof fabric that is fully seam-sealed. The jacket has a waterproof front zip with storm flap to provide uncompromised protection from harsh weather. Inside, heat-reflective lining zones help retain warmth, while an adjustable hood, an integrated ski mask, a snow skirt and snow cuffs keep out the elements. Other features include underarm zip vents, a RECCO® avalanche rescue device, an inner media pocket with headphone port, and a mobile phone leash. In addition, the collection's ZipIn Jacket can be zipped into the Ski Jacket for extra warmth in extreme cold. The water-repellent jacket features a two-layer traditional woven structure fabric exclusive to the Fall/Winter 2011 line, along with lightweight PrimaLoft® insulation.

The line's new Ski Pant pairs with the jacket for complete weather protection on the mountain. Fully seam-sealed, the pants are also wind- and waterproof with a breathable protective coating and abrasion-resistant CORDURA® scuff guards. Features include a built-in RECCO® avalanche rescue device, padded knees, inner snow cuffs with gripper elastic and ventilation gussets. The Ski Pants come in an eye-catching white titanium as well as in the season's colour natural stone. Paired

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with the Down Vest, the ultra-shiny outfit is the perfect fit for a modern approach to the classic ski look.

Meticulously crafted accessories complete the collection, increasing weather protection while adding minimalist style. Knit from a luxuriously soft blend of cotton and wool that repels oil and dirt, the Lux Scarf is woven with a technical wind-stopping layer to reliably block the elements. The understated Winter Beanie is engineered from premium Gore WINDSTOPPER® fleece that blocks chilling wind without sacrificing breathability. Fold-away ear flaps provide added protection. The Winter Glove fuses premium Gore WINDSTOPPER® fleece with technical water repellent softshell fabric for targeted warmth, durability and weather protection. Details include leather wrist zips and an antibacterial liner.

The Porsche Design Sport collection is available worldwide in Porsche Design stores, adidas Concept stores, shop-in-shops and high-quality 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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