
Press Release

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Engineered Luxury Sportswear

Hybrid Designs to Debut for Spring/Summer 2012

Stuttgart/Herzogenaurach. For five years now, Porsche Design Sport has defined engineered luxury sportswear. A highlight of this season's collection, "Into the World", is particularly well suited to modern life with pieces designed to work in multiple sport and leisure situations. The "Into the World" products are ideal for business travelers, as they are easy to pack and comfortable to wear, while still offering a stylish and polished look, which makes the collection especially relevant for today's active, sophisticated man.

The Hybrid Short, for example, is built with a high performance stretch fabric that repels water and wicks moisture, while stimulating a cooling effect. The Hybrid Polo is also made with a stretchable moisture-managing fabric, enhanced with mesh inserts for extra breathability and ventilation. The versatile Hybrid Jacket offers exceptional freedom of movement, with an engineered four-way stretch fabric that is both wind- and waterproof, yet still highly breathable. Detachable sleeves make the jacket easy to adjust in changing weather conditions. Rounding out the "Into the World" package is a featherweight Light Cap made of a fast-drying material that pulls cool air in, while sweeping away energy-draining heat and sweat. Finally, the multifunctional Easy Trainer shoe completes the ensemble. With its feather light design (259 grams), this versatile and very comfortable shoe combines high breathability, superior cushioning and a smooth ride.

Porsche Design Sport has long been distinguished by its exclusive materials, performance-enhanced details and meticulous craftsmanship. The Spring/Summer 2012 collection continues the tradition, with design details that pay homage to professional car racing. One standout piece, the Racetrack Jacket, offers an exciting and unexpected combination: the classic lines of a biker jacket, executed in a high-

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ly functional fabric that whisks away moisture, repels water and stains, and creates a cooling effect. The newly updated Driver's Pant is engineered with the same advanced fabric technologies. Another piece, the short sleeve Pique Polo, features UVP treatment for high performance moisture management and UV protection from the sun. In footwear, the Drive Athletic II driving shoe offers a supple, summer-weight aniline leather upper with ergonomically placed, car-inspired ventilation inserts for superior airflow. A low-profile rubber outsole is designed to heighten pedal sensitivity.

The new Porsche Design Sport Spring/Summer Collection, encompassing the Driving, Running/Fitness, Golf and Water/Snow categories, will be available worldwide from January 2012. Porsche Design Sport is available in Porsche Design stores, adidas Concept stores, shop-in-shops, high-end department stores and exclusive retail outlets.

Porsche Design Sport is collaboration between the adidas brand and 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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