
Press Release

February 2012

Engineered Luxury Sportswear

adidas and Porsche Design Group announce new contract

Stuttgart/Herzogenaurach. adidas and the Porsche Design Group (Porsche Lizenz- und Handelsgesellschaft mbH & CO. KG) announce the next step in their collaboration by entering into a new contract, redefining the sport and luxury brand Porsche Design Sport. In addition, the contract will include an extended adidas Originals by Porsche Design label with a new twist.

The Porsche Design Sport collection fuses engineering excellence with an inherent commitment to refined style. The range of luxury sportswear utilizes 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 for sophisticated, stylish men. The Porsche Design Sport collection is available worldwide in over 250 Porsche Design stores, adidas Concept stores, high-end department stores and exclusive retail outlets.

The adidas Originals by Porsche Design collection targets the young streetwear consumer. It is characterized by authentic sportswear playing off the heritage and myth of the Porsche sports cars and their related races. The adidas Originals by Porsche Design collection is available worldwide at adidas stores and adidas partner stores.

Erich Stamminger, Member of the Executive Board of adidas AG, responsible for Global Brands says: "We are very excited about this next step in our collaboration with the Porsche Design Group and highly value the joined commitment of our two brands to create both engineered luxury sportswear products as well as adidas Originals by Porsche Design articles."

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“With our philosophy of ‘Iconic Style’ the Porsche Design luxury brand offers a unique selection of products,” says Dr Juergen Gessler, CEO of the Porsche Design Group. “Launched in 2006, the Sport Collection is today the pinnacle of next-generation sports apparel, accessories and footwear. It not only completes our portfolio of engineered luxury products but defines a whole new segment of stylish and sophisticated sportswear.”

Porsche Design Sport is a collaboration between the adidas brand and Porsche Design. Originally launched in 2006, the Porsche Design Sport collection fuses engineering excellence with an inherent commitment to refined style. Stylish yet understated, casual yet technical, Porsche Design Sport is defining a new era of engineered luxury sportswear.

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