
Press Release

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Prestigious Plus X Award® honours Engineered Luxury Sportswear

Porsche Design Sport named Most Innovative Brand 2012

Stuttgart/Herzogenaurach. May 11th, 2012 – The Plus X Award® today recognised Porsche Design Sport – the collaboration between Porsche Design and adidas – as the “Most Innovative Brand 2012” in the footwear category.

This distinction serves as the highest level within the Plus X Award, honouring the brand that holds the most seals of approval within a product group. Comprised of 130 renowned industry personalities and trade journalists, the Plus X Award jury represents a cross-section of leaders in design and manufacturing. For Porsche Design Sport, this award signifies a culmination of over five years of forward-thinking products designed for active, sophisticated 21st-century men.

Since 2006, Porsche Design Sport has consistently pushed the limits of contemporary footwear. Recognition in this area solidifies the label’s bold strides in technology, comfort, performance, and lifestyle. The Plus X Award specifically honours three of Porsche Design Sport’s 2012 offerings: the Gym Easy Trainer, which is the centrepiece of a new Gym collection that debuts this autumn, the Bounce:S³ and the Tubular Bounce running shoes.

All three products blend technology, comfort, and design in the brand’s signature futuristic aesthetic. The Gym Easy Trainer is a graphic take on a lightweight, everyday sneaker that boasts a signature architectural sole and offers high breathability, superior cushioning, and a smooth ride. By contrast, the sleek and luxurious Bounce:S³ is engineered to mimic a car’s suspension system, boasting exclusive BOUNCE™ technology to provide a super-seamless ride. The shoe’s unique mechanical shock system transfers vertical impact into forward propulsion to produce a more cushioned and elastic running experience. A streamlined vision for footwear, the Tubular Bounce running shoe features adidas’ Tubular technology, inspired by

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tires, for a noticeable cushioning sensation in every step. Stylish in its simplicity, the Tubular Bounce offers stability and support in its highly refined design. Now honoured by one of the most prestigious product awards in the world for Sport, Lifestyle and Technology, Porsche Design Sport continues to envision a slicker, faster, more stylish future.

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 utilizes the industry's most advanced technologies in concert with exclusive, luxurious 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.

Porsche Design Sport is available in Porsche Design stores, adidas Concept stores, shop-in-shops, high-end department stores, and other exclusive retail outlets.

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