
Press Release

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Engineered Luxury Sportswear

Porsche Design Sport's New Vision for Gym

Stuttgart/Herzogenaurach. By fusing luxury and technology, Porsche Design Sport—the collaboration between Porsche Design and adidas—has become a stylish uniform for active, sophisticated 21st-century men. For Autumn/Winter 2012, Porsche Design Sport expands into the gym by reinventing workout basics, from hoodies to shorts to an all-purpose new shoe. Sleek, polished, versatile, and engineered for modern life, Porsche Design Sport is the future of performance-wear.

The highlight of the new Gym collection is the refined Gym Easy Trainer, a graphic take on a lightweight, everyday sneaker that boasts a signature architectural sole and offers high breathability, superior cushioning, and a smooth ride. Its slip-on convenience makes this shoe a unique solution for a variety of sports, while its simple design packs perfectly for travel. The Plus X Award® recently recognised the Gym Easy Trainer with an award in the categories “High Quality, Design and Ergonomics”.

Gym breakthroughs in Porsche Design Sport extend to apparel, like the Cycling Top, composed of an ultra-stretch fabric that wicks moisture away from the skin and contains built-in UV resistance. A stand-up collar provides further sun protection, while rear pockets allow for water bottle storage. The Cycling Pant, constructed from a compression fabric, is equally visionary, containing soft padding inside for the ultimate in spinning comfort. Other pieces are more discreetly innovative. When it comes to the Training Hoodie, appearances can be deceiving: it looks and feels like a classic cotton knit, yet thanks to a highly breathable SUPPLEX® yarn, it repels water and dries in a flash. Material breakthroughs continue with the Spa Short, composed of a stretchy technical fabric that's soft to the touch.

Besides the brand new Gym collection, Porsche Design Sport's theme for this season—“Excellence Never Stands Still” —reflects its focus on six key areas of sport

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and leisure: Driving, Gym, Running, Water, Golf and Snow. Porsche Design Sport also hits the track for Autumn/Winter with a trailblazing running collection, the cornerstone of which is the exclusive Bounce:S² running shoe. Engineered to mimic a car's suspension system, the BOUNCE™ technology transfers vertical impact into forward propulsion to provide significantly more cushioning and more elasticity than standard running shoes. Plus its innovative mesh shell fuses breathability with slip-on comfort. On the apparel front, the Active Jacket offers minimalist style and maximum performance. Composed of a functional triple-layer fabric, this piece arrives fully seam-sealed, completely waterproof, and piped in reflective details for safety and visibility.

Porsche Design Sport is a 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 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.

In May, the Plus X Award® recognised Porsche Design Sport as the "Most Innovative Brand 2012" in the footwear category.

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