
Press Release

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Engineered Luxury Sportswear

Porsche Design Sport: new expressions of utility and style

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 continues to make strides in Driving and Golf with bold pieces of streamlined footwear and innovative apparel and accessories. Sleek, polished, versatile, and engineered for modern life, Porsche Design Sport is the future of performance-wear.

Within the Golf footwear collection, classic shapes combine with innovative design. The Cleat shoe fuses a signature Porsche Design silhouette with the high-performance technology from adidas Golf. The result is a golf shoe with an ultimate low-profile THiNTech outsole that brings the wearer closer to the ground, improving overall stability. At the same time, the Cleat's FitFOAM™ technology contours the feet and evenly distributes weight, while TRAXION® configuration ensures even pressure distribution.

Porsche Design Sport's Golf apparel and accessories reinvent essentials in the form of the Striped Polo and the Tech Cap – new and refined basics that bring elegance on and off the green.

The highlight of the Driving footwear collection is the new version of the supple, lightweight Pilot shoe, which pairs premium full-grain leather with the most advanced technology: forefoot air pads, a TPU midsole shell with shock-absorbing adiPRENE®, and a low-profile rubber outsole for smooth pedal work. Inspired by open-road racing, the Pilot also boasts a rounded heel and increased collar padding for the ultimate in comfort. Simply put, it's a shoe for all seasons. Made in Germany

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the exclusive Pilot is manufactured at the long-established adidas shoe production facility in Scheinfeld (Germany), where football shoes, such as the Copa Mundial and World Cup, are produced. Only highly qualified employees are currently entrusted with manufacturing the Porsche Design Sport Driving shoe.

The Driving apparel collection features refined, versatile sportswear, such as the Technical Blazer Jacket - a unique piece that combines the elegance and fit of a blazer with the performance of a softshell material. Similarly, the Full Zip Fleece Top provides more than just warmth. Inset with panels of shimmering fabric, this piece places equal emphasis on utility and style.

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, high-end department stores as well as in Porsche Design's and adidas' e-commerce.

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