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## Press Release

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December 2012

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Engineered Luxury Sportswear

### **Porsche Design Sport debuts refined, technical Spring line**

**Stuttgart/Herzogenaurach.** Porsche Design Sport debuts its Spring/Summer 2013 collection with a range of luxury sportswear for men engineered to perform from the links to the shore to the open road with impeccable modern style. The award-winning collaboration between Porsche Design and adidas is known for its meticulous craftsmanship and technical sophistication, with the brand's signature Driving range headlining the spring line.

The ELSw Formotion® Driving shoe is the highlight of the spring driving range. The shoe is crafted with a thin, ultra-lightweight upper that has been perforated for increased breathability. Innovative heel technology offers perfect comfort at the pedals. The modern Dust Coat is constructed in understated breathable woven jacquard 3-layer fabric that is windproof and waterproof with a 20.000 water column rating. Pair the duster with the minimalist Driver's Pant made from breathable schoeller® fabric with 3XDRY® technology for a cool, dry feel with a clean, tailored fit. In cooler weather, the Racing Jumper brings a sporty yet elegant look knit from pure, lightweight merino wool enhanced by woven overlays.

In celebration of Mexico's notoriously daring border-to-border open-road sports car race, Porsche Design Sport debuts a Race Edition Mexico package this spring. The line stars the racing-inspired Athletic II Mesh driving shoe that is made from a mix of breathable mesh upper and premium leather details. This sleek shoe features a refined carbon stealth look and a low-profile rubber outsole that heightens pedal sensitivity. The range's Racetrack Jacket II is constructed from breathable schoeller® fabric with 3XDRY® technology for a dry, cool touch inside and out. Each piece in the range is finished with a special Race Edition Mexico badge.

This season also marks the debut of Porsche Design Sport's Sophisticated Sport

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Mobility line of bags constructed from sleek, water-resistant soft shell fabric. Every bag in the range is built with a soft moisture-wicking back panel, bonded, water-resistant zippers and an innovative magnetic Fidlock® closure system. The collection includes a Backpack with outdoor-inspired Hypalon details, an all-season Messenger Bag with a cycling-inspired waist belt, a smaller Organizer bag for everyday essentials, and a Team Bag for the gym built with a separate zippered shoe compartment.

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 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.

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

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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