

PORSCHE DESIGN SPORT



PRESS RELEASE

Made in Germany: Cleat II and Compound II

Stuttgart/Herzogenaurach, April 9, 2013. Exceptional functionality coupled with a striking design – since 2006, that has been the standard of the Porsche Design Sport Collection, a collaboration between adidas and the Porsche Design luxury brand. As part of its Spring/Summer 2013 collection, Porsche Design Sport is presenting the new generation of its made in Germany shoes: Cleat II and Compound II.

The manufacturing of these two golf shoes takes place at the long-established adidas shoe production facility in Scheinfeld (Germany). About ten employees are currently entrusted with manufacturing the Porsche Design Sport Cleat II and Compound II shoes.

Designed for professional golfing, the innovative Cleat II uses THiNTech® with PINS (Performance Insert System) to improve balance and energy transfer and bring power to every golf swing. It is constructed in waterproof full grain leather with a soft leather lining. An iconic Porsche Design laser-flex graphic gives an extra touch of style.

The all-new Compound II is a featherweight golf shoe constructed from thin, waterproof microfibre. A spikeless outsole provides solid grip on the range and refined style off the links. The lightweight bottom tooling gives this shoe superior cushioning and a smooth ride.

Porsche Design Sport's most innovative golf shoes to date are produced by hand, employing components, uppers and soles served by specialty suppliers. This requires about 25 production steps, of which the following are crucial: attaching the insole, lining up the toe, pre-spreading the lasting margin (lower edge of the upper), clipping the side margin and heel, buffing and finely polishing the uppers, cementing the lasting margin and sole, applying and pressing the sole, finishing, and final inspection.

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The new Porsche Design Sport Collection is now available worldwide in Porsche Design stores, adidas Sport Performance Concept stores, shop-in-shops and high-quality department stores.

Porsche Design Sport stands for a contemporary, minimalist look, leading-edge design and innovative materials. The collaboration between adidas and Porsche Design was launched in 2006 with a men's sportswear range. Since then the brand has continued to pioneer a signature style that fuses function with iconic design.

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