

# PORSCHE DESIGN SPORT



PRESS RELEASE

## **Porsche Design Sport launches womenswear range**

Stuttgart/Herzogenaurach, May 31, 2013. Fashion meets function: adidas and Porsche Design have marked a new milestone with the launch of its first Porsche Design Sport womenswear collection. Just like the successful menswear range, launched in 2006, Porsche Design Sport's new range of designer sportswear for women is the embodiment of engineering excellence and refined style – a symbiosis of performance and luxury.

“With the launch of our new womenswear range, Porsche Design Sport is entering a new era. The collection combines function, elegance, lifestyle and sports. In its design we have translated our experience with the menswear range into high-performance, luxury womenswear,” says Gert-Juergen Benz, Head of adidas-Porsche Design.

“Porsche Design, with its 'Iconic Style' philosophy, offers a unique range of fashion and accessories,” explains Juergen Gessler, CEO of the Porsche Design Group, “when we launched our new Sport Collection in 2006, we defined a whole new segment of engineered luxury sportswear. With the new womenswear line we now complete our range for women in the fashion and lifestyle categories.”

Porsche Design Sport introduces its brand-new Autumn/Winter 2013 womenswear collection with a fusion of leading-edge technology and sophisticated design that epitomizes the Porsche Design Sport principles: supreme quality, timeless design, precision engineering and performance technology. All styles within the range unite exclusive materials, attention to detail and impeccable craftsmanship in a timeless yet contemporary look.

# PORSCHE DESIGN SPORT



The Tech Down Jacket, for example, brings together fashion and function at its best, offering protection from the elements in even the most extreme conditions. Filled with a high-quality mix of feather (10%) and down (90%) it will keep out the cold, whether on the ski slopes or in windy city streets. Two hoods, one detachable and filled with PrimaLoft® thermal insulation, integrated gloves and a detachable snow guard are just some of the smart features of this high-performance winter coat. Inside pockets for snow goggles, mobile phone and MP3 player and a ski pass pocket on the left sleeve are evidence of the attention to detail that went into this masterpiece. And, of course, the same goes for the look: the dark grey band at waist level creates an attractive contrast with the snow-white coat and enhances the feminine silhouette.

Porsche Design Sport has found the ideal partner to present their new range to the world with Daniela Hantuchova. The tennis star perfectly embodies the brand's values: fashion, luxury, technology and sports.

**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. The new women's sportswear line completes the range in 2013.

For further information about Porsche Design Sport see:

[www.adidas.com/porschedesign](http://www.adidas.com/porschedesign) and [www.porsche-design.com](http://www.porsche-design.com).

For specific questions please contact:

adidas AG

Kathrin Buchert

Brand Marketing Manager Porsche Design Sport

[kathrin.buchert@adidas.com](mailto:kathrin.buchert@adidas.com)

+49 9132 84 6073

**PORSCHE DESIGN  
SPORT**



Porsche Design Group

Christian Weiss

Head of Public Relations

[Christian.Weiss@porsche-design.de](mailto:Christian.Weiss@porsche-design.de)

+49 711 911 12943