

PORSCHE DESIGN SPORT



PRESS RELEASE

Exclusive launch of Porsche Design Sport Women's collection

On the evening of June 6, Porsche Design Sport presented its Fall/Winter 2013 collection during an exclusive event at the University of Television and Film (HFF) in Munich. For the first time, a sport collection for women was presented.

Dirk Schoenberger, Creative Director of the adidas sport style division was delighted about the new line: "The launch of a new womenswear collection marks the beginning of a new era for Porsche Design Sport, allowing us to use the expertise we have gained in menswear to make clothing for women that combines function, elegance, lifestyle and sports."

"Porsche Design, with its 'Iconic Style' philosophy, offers a unique range of products," said Juergen Gessler, CEO of the Porsche Design Group, "when we launched our 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."

Munich's HFF provided the perfect backdrop for the event. Opened in 2011, the university's new building is a remarkable piece of architecture. German architect Peter Boehm designed the building, which is constructed primarily from glass and visible concrete. The light and airy lobby with its numerous bridges, ramps and overlapping platforms presents an imposing appearance. Exclusively for the event, the space was transformed into a luxurious Mountain Loft that fits in perfectly with the seasonal collection. Premium materials like copper and wood created the appropriate ambience.

More than 250 international guests, including numerous big names from society, business and the media attended the event. The product presentation of the

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Fall/Winter collection 2013 was the highlight of the evening, alongside a live performance by young “pop noir” singer Elisa Schmidt, one of the hottest female voices right now. Later, Berlin DJ duo Ménage A Trois took to the decks to create the perfect party atmosphere. Delicious, alpine-inspired food was served throughout the evening, courtesy of Dahlmann Catering.

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.

Please find the high resolution picture material at the following download link

High resolution pictures launch Porsche Design Women (Link)

For specific questions please contact:

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Guests include:

Luca Gadjus, Model

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Daniela Hantuchová, Tennis player (int.)

Pheline Roggan, Actrice

Natalia Avelon, Actrice

Thore Schölermann, Actor and Moderator

Funda Vanroy, Actrice and Moderator

Tina Kaiser, Actrice and Moderator

Viktoria Lauterbach, Socialite

Britta Hofmann, Moderator

Jochen Schümann, Yachtsman