

# PORSCHE DESIGN SPORT



Press Release

## **Porsche Design Sport – Spring/Summer 2014 collection**

Stuttgart/Herzogenaurach, August 5, 2013. Porsche Design Sport, the collaboration between the luxury brand Porsche Design and adidas, fuses leading-edge sport performance technology and sophisticated, minimalist design. With its Spring/Summer 2014 collection, the brand presents innovative products in a variety of sporting categories.

The coming season will see Porsche Design Sport expand its women's range, with Running and Golf being added to the existing categories of All Season Sports and Gym, which launched in Autumn/Winter 2013. For men, Driving, Golf, Running and Gym will be joined by a new category, called Elements. This category focuses on highly breathable, ultra-comfortable clothing designed especially for hiking, trail running and Nordic walking.

One of the most innovative additions to the sportswear range for both men and women is the wind and waterproof Reversible Jacket. Worn with the silver side out, the jacket reflects 28 percent of sunlight and UV radiation and has a cooling effect. Worn with the black side out, it absorbs 98 percent of sunlight and UV radiation and warms the body. Made from extremely light, breathable and stretchable high-performance material with optimal moisture management, this jacket is the ideal companion for all types of weather.

The Functional Long Jacket is another standout of the new season. It has been designed exclusively for women and is made from technical three-layer woven cotton. Designed for both sport and street, the coat is breathable, fully seam-sealed and 100 percent water and windproof.

Men can look forward to the new Easy Trail Sneaker as part of the Elements category in Spring/Summer 2014. These shoes ensure maximum comfort by being lightweight,

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breathable and flexible. Thanks to the special design of the upper and outsole they also provide optimum grip and agility, even at top speed.

The colour scheme for the Spring/Summer 2014 women's collection centres around pink and green colour shades combined with natural tones for a warm and minimalistic look. The men's range features a palette of blue and orange tones.

**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).

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