PRESS RELEASE

**The new Reversible Jacket: Responsive to all types of weather**

Stuttgart/Herzogenaurach, March 5, 2014.Porsche Design Sport, the collaboration between the luxury brand Porsche Design and adidas, creatively fuses leading sport performance technology and sophisticated, minimalist design. With its new Reversible Jacket, the brand presents an industry standout for Spring/Summer 2014.

The ingenious, high-performance jacket features a newly developed and highly functional material. Thus the jacket’s innovative design and technology allow you to stay comfortable and perform at your best, no matter what the temperature. The black side absorbs UV radiation from the sun, trapping heat when it is cold to therefore keep you warm; reversing the jacket when temperatures rise, allows the material to reflect UV radiation to give you a cooling effect. The ideal companion for all types of weather, the Reversible Jacket is breathable, waterproof, and 100% windproof. The Reversible Jacket is limited to 500 pieces worldwide for men and 300 pieces for women.

The men’s Reversible Jacket belongs to Porsche Design Sport’s new Elements category. The category’s focus is on extremely comfortable and breathable clothing for men, inspired by and designed for outdoor sports such as hiking, trail running and Nordic walking. The women’s Reversible Jacket is part of the All Season Sports category.

**Porsche Design Sport** stands for a contemporary, minimalist look, leading-edge design and innovative materials. The collaboration between adidas and the luxury brand Porsche Design was launched in 2006 with a men’s sportswear range, that defined a new era of Engineered Luxury Sportswear. Since then, the brand has continued to pioneer a signature style that fuses function with iconic design. The new women’s sportswear line, introduced in 2013, completes the range.

For further information about Porsche Design Sport visit: [www.adidas.com/porschedesign](file:///C:/Users/samsara/AppData/Local/Microsoft/Windows/Temporary%20Internet%20Files/Content.Outlook/WTLGYTVP/www.adidas.com/porschedesign) and [www.porsche-design.com](http://www.porsche-design.com)

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