PRESS RELEASE

**Perfectly Dressed for the Golf Season**

Stuttgart/Herzogenaurach, May 19, 2014. Porsche Design Sport, the cooperation between adidas and Porsche Design, presents the new luxurious golf collection for Spring/Summer 2014 which, for the first time, is also available for women. Equipped with high performance fabrics and sophisticated styling, the collection will keep you looking smart on the course, regardless of the weather.

Standouts include the elegantly sportive Fairway Jacket for women. Tailored in a subtle all-over print, the jacket is gathered at the back for a feminine fit. The men’s equivalent, the new Weather Jacket, features sleek lines and refined details for a sporty modern look. The breathable three-layer fabric wicks away moisture for a comfortably dry feel. In addition, this wind and waterproof jacket is fully seam-sealed and styled with waterproof zips for all-weather protection.

A further highlight for Men is the Cashmere Windbreaker. This luxurious knit jacket combines high quality natural fibers with trend-setting functional features. A supple, wind-resistant membrane shields against windy conditions, while four-way stretch ensures easy wear and freedom of movement.

The short-sleeved Pique Polos for men and women are made of innovative COOLMAX® yarn for optimal moisture management and comfort. The Club Polo for men is equipped with coldblack® technology that reflects sunlight to reduce heat and keep the body cool. The women’s polo shirts also guarantee a fashionable appearance on the green. The Sleeveless Polo, for example, is styled with flattering overlapping shoulders, and the Functional Polo is made of light CoolBest II® yarn.

To complete the look, the Women’s and Men’s Functional Pant is engineered with schoeller® 3XDRY® technology and a slim fit. The pants feature 4-way stretch for comfort and optimal performance on the links.

The perfect swing requires a steady stance: the innovative Cleat II golf shoe has been specially developed for players on a professional level. A TRAXION® outsole provides multi-directional grip for optimal balance, while THINTech® technology and an outsole with PINS (Performance Insert System) improve balance and heighten energy transfer. The premium leather waterproof upper and supple leather lining allows you to master 18 holes in any weather. The high grip sole of the Compound II golf shoes provides excellent hold on both the course and the driving range, even without spikes. Made in Germany, this extremely comfortable and flexible shoe is built of lightweight micro-fiber material.

The Women’s Tubular Golf shoe has a futuristic look, and is waterproof, thanks to a Sympatex® membrane. The shoe is encased and cushioned with adidas Tubular technology for a comfortable and secure foothold on the green.

**Porsche Design Sport** stands for a contemporary, minimalist look and innovative materials. The collaboration between adidas and the luxury brand Porsche Design was launched in 2006 with a men's 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 see: [www.adidas.com/porschedesign](http://www.adidas.com/porschedesign) and [www.porsche-design.com](file:///C%3A/Users/peterk/AppData/Local/Microsoft/Windows/Temporary%20Internet%20Files/Content.Outlook/HAWUFN4X/www.porsche-design.com)

For specific questions please contact:

adidas AG

Kathrin Buchert

Brand Marketing Manager Porsche Design Sport

Kathrin.Buchert@adidas.com

+49 9132 84 6073

Porsche Design Group

Christian Weiss

Head of Public Relations

[Christian.Weiss@porsche-design.de](Christian.Weiss%40porsche-design.de)

+49 711 911 12943