

PORSCHE DESIGN
SPORT



**Porsche Design Sport by adidas presents innovative technologies and design for
Fall / Winter 2016**

- **Functional and sophisticated solutions to changeable weather delivered by dedicated
Gym and Running looks**
 - **Reflective accents and a stand-out Glacier Camou graphic pattern are
key seasonal stories**

(STUTTGART/HERZOGENAURACH, 1st July, 2016) – This season Porsche Design Sport by adidas will hero reflectivity with an advanced technology and fabric, which glows when hit by light. This stand-out Glacier Camou pattern, in addition to strategically placed reflective details, is integral to the aspirational Running collections and also features in key Gym products, injecting superior functionality and style.

The Gym line-up is designed for training in the gym as well as outdoors, made possible through highly adaptable signature pieces. The look presents a combination of functional pieces including the Run Tee, Sweat Pant and Winter Beanie through to more specialist and exclusive components including a soft Knit Jumper and Insulation Print Vest. The latter showcases an exclusive wind and water-resistant exterior constructed from an innovative heat-generating COREBRID™ B fabric and is designed in vivid Glacier Camou print.

The Running collection features efficient, high-visibility materials so that dark, cold nights do not interfere with outdoor running. The Reflective Run Vest, available in two colourways, comprises a wool fleece lining, water-repellent quilted overlay and bright, reflective graphics for superior visibility at night. Completing this sophisticated running story and designed with runners in mind, the Trackstar Pant is accented at the lower leg with the season's signature reflective graphic, ideal for full-body visibility.

Of this season's stand-out collection, Gert Benz, Vice President of Style Collaborations, said, "Fall and Winter present specific opportunities so we worked tirelessly to create intelligent design solutions for

more extreme conditions. Using innovative reflective materials, placed strategically across apparel, footwear and accessories we have created a robust collection of style-led, precise looks.”

Concluding the season’s Gym and Running looks are stylish and practical footwear and accessories. For the gym, the EC Running shoe allows for all-day comfort across multiple climates and terrains thanks to an abrasion-resistant Tubular rubber outsole and EVA midsole. Available in two colourways - stand-out black/orange, and cargo/grey - the textile upper features the rich Glacier Camou motif on the mudguard and 3-Stripes; an injection of style and utility. The BS Teambag is an impeccably designed luggage essential, boasting a water resistant outer and multiple compartments of varying sizes in the interior - the perfect companion for the style-focused gym-goer.

In Running, the Endurance shoe combines sophisticated design with energy returning BOOST™ technology. With a premium Continental™ Rubber outsole for enhanced traction and reflective Glacier Camou pattern underlays in the mesh upper, these key design details act as stylish solutions to variable weather.

Still in footwear, Porsche Design Sport by adidas introduce a more futuristic and technical look to one of their most iconic footwear lines. The BOUNCE™:S⁴ Style 2, available in three powerful colourways, fuses high performance, style and comfort through a precise arrangement of the BOUNCE™ spring system, high tech materials, such as a carbon plate, supplied from the automotive industry, and a neoprene upper with 3D Kurim-structure.

The Fall / Winter 2016 collection is available globally from July 15th onwards.

For further information please visit www.adidas.com/porschedesignsport, <https://www.youtube.com/user/porschedesignsport> or www.porsche-design.com

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For further media information please visit <http://news.adidas.com/Global/home/PORSCHE-DESIGN-SPORT-BY-adidas> or contact:

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Notes to editors:

About Porsche Design Sport by adidas

Inspired by innovative function and unique style, Porsche Design Sport by adidas is a collaboration between Porsche Design and adidas that fuses leading-edge performance technology with exceptional attention to form, setting an unsurpassable standard for engineered luxury sportswear. In an extraordinary collection that includes apparel, footwear and accessories, our rare combination of exclusive materials, high-performance details and flawless craftsmanship make every piece both cutting-edge and iconic.