

PORSCHE DESIGN
SPORT



Outdoor Training with Porsche Design Sport by adidas present cutting-edge, sophisticated sportswear for Fall / Winter 2016

- **Stand-out Outdoor Training looks provide stylish and functional solutions for winter training**
 - **Elements category delivers advanced protection against harsh conditions**
- **Innovative technologies including climaheat™ combined with forward thinking fabrics and details to deliver superior engineered luxury sportswear**

(STUTTGART/HERZOGENAURACH – 09.09.2016) Porsche Design Sport by adidas has unveiled the latest range of outdoor training products, with the release of its Fall / Winter 2016 collection.

Inspired by urban adventure, physical dominance and extreme conditions, the range injects comfort and style for the harshest climates. In this latest collection, Porsche Design Sport by adidas continues to fuse innovative technologies with a unique, sophisticated style for the urban-active man.

Porsche Design Sport by adidas' winterized Outdoor Training range includes advanced technical fabrics, innovations and detailing. The elements category meanwhile offers practical and stylish solutions to winter environments. Across the collection stand-out graphics, strategic design features and exceptional attention to form inject a cutting-edge aesthetic to functional pieces.

Outdoor Training, comprising t-shirts, shorts, tights, jackets, footwear and accessories, is engineered to protect wearers against the elements. Functional, sophisticated pieces crafted from technical fabrics such as climaheat™ - an advanced hollow-fibre fleece that traps heat and dries fast to keep you warm as you train – and reflective prints add sophistication and style.

Highlight pieces include the ODT Hoodie which, in addition to climaheat™, features efficient design details, such as a small pocket for electronics, strategically placed water-repellent woven material with reflective Glacier print on shoulders and upper back alongside an adjustable hood to ensure that a wet weather does not hamper training. Alternatively, the Tech Fleece Top, also crafted from breathable

climaheat™ delivers superior warmth while the reflective print on the shoulders and hood add a modern, technical look. Within the same look are ODT tights - featuring ankle zips, back zip-pocket for small items and reflective hexagon details – and minimalistic ODT shorts with built-in breathable stretch fabric to wick away moisture as you train.

The Fall / Winter Elements category offers versatile and stylish solutions for training in varying settings. From insulated down jackets, reflective shells and graphic insulation vests to winterized training shoes, boots and accessories. The Functional Down Jacket is a 90% duck down, water-repellant and wind-resistant jacket designed for extreme conditions. Available in black and utility grey, this streamlined modern jacket is a highly functional winter essential featuring breathability-enhancing ventilating zip details, multiple inner pockets including an earphone exit space and an adjustable, detachable hood.

Speaking of the Fall / Winter Outdoor Training looks and Elements categories, Gert Benz, Vice President of Style Collaborations, said, “Knowing our consumer is active even during harsh winter extremes, we have created intelligent solutions that deliver superior protection, warmth and coverage while training without compromising agility or style. Reflective materials, smart details and high-tech advancements combine to deliver engineered luxury style-led sportswear.”

Porsche Design Sport by adidas continues to engineer functional footwear this season. The Winter Trainer is a water- and windproof training shoe made with BOOST™ technology for energy return with every step. A rugged rubber outsole provides exceptional grip in wet weather while the Glacier Camou print add a sophisticated look. For added safety, the shoe’s collar is highly reflective, when being hit by light while running in the dark. Meanwhile the BOUNCE™:S⁴ 2.0, available in three diverse colourways, is a high-level training shoe featuring advanced innovations and superior design features, such as a refined spring leaf system and a carbon fiber plate that boosts stability but cuts weight. The specially engineered pivot mechanism and spring construction of the BOUNCE™:S⁴ add cushioning and elasticity to propel the shoe forward with each step.

Within accessories, functionality and comfort is paramount during Fall/Winter. The ODT Gloves feature anti-slip silicone on the palm and touchscreen compatible material on the thumb and forefinger for dexterity without exposing extremities to the cold. Meanwhile, the soft, warm ODT Beanie with climawarm™ fleece has taped seams for enhanced wind protection and reflective details for visibility in the dark.

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