

PORSCHE DESIGN
SPORT



Porsche Design Sport by adidas unveils its Spring/Summer 2017 campaign and collection with ambassador and world-renowned footballer Xabi Alonso

- **Bayern Munich midfielder and long-time brand ambassador Xabi Alonso reveals why he loves to wear the Spring/Summer 2017 collection**
- **The intimate campaign follows Xabi across various locations in Munich as he trains, commutes and relaxes at home with his wife**

(STUTTGART/HERZOGENAURACH – 15.02.2017) Porsche Design Sport by adidas and Xabi Alonso unveil their latest campaign to support the new Spring/Summer 2017 collection of engineered luxury sportswear.

The campaign provides a rare glimpse into a more intimate side of Xabi as he invites the cameras into his inner sanctum and home life with his actress wife, Nagore Aranburu, at his side throughout.

To support the collection's seasonal theme of Urban Commuting, the campaign follows Xabi through a typical day, from driving to training, running with his wife, cycling leisurely to see friends, relaxing at home and finally, to stepping out to dinner at the end of the day. Throughout each context, the Porsche Design Sport by adidas collection provides stylish, functional and innovative solutions to a range of weather conditions and activities and showcases the versatility of each piece.

The premium, performance-focused collection features the highest quality materials to provide everything Xabi Alonso requires for his daily routine. Designed for the urban man and his many activities, the range of products features advanced technical details that are elegantly integrated to protect the wearer against any element, may it be darkness or light, rain or sun, cold or warmth.

In the campaign Xabi Alonso can be seen sporting many stand-out products which ensure he is comfortable, protected from the weather and stylish. Whilst driving, he wears the PADDED JACKET, a minimalist outer filled with premium PrimaLoft® Gold insulation for superior protection against the cold. While running with his wife, he chooses the tailored, lightweight REFLECTIVE JACKET which features the season's all-over hexagonal print – a design that becomes visible when illuminated to

ensure safety and practicality in darkness. Xabi Alonso also wears the specifically engineered-for-running SEVEN-EIGHTH TIGHTS which have strategic reflective details and the ENDURANCE LEATHER 2.0 training shoe - a highlight piece crafted in luxurious leather and which pairs sleek design, BOOST™ technology and comfort enhancing innovations.

Whilst on his bike, he pairs the innovative REFLECTIVE MIX JACKET with the EC RUNNING trainer. The jacket is a smart solution for commuting as it delivers warmth or cools depending on the conditions thanks to two premium technologies. The PrimaLoft® Down Blend Gold is a blend of goose down and synthetic fibres which insulates the upper body even when wet while the THERMOCOOL™ technology delivers warmth, temperature regulation and moisture management to the neck, back and arms. The trainers are highly versatile and are perfect for the gym and fashionable enough to wear for leisure. Made with an abrasion-resistant Tubular rubber outsole and comfort enhancing EVA midsole, the striking shoe features the season's distinctive hexagon graphic for an added injection of style.

At home and during leisure time he wears the relaxed yet sophisticated CREW SWEAT TOP and the adaptable TRAVEL TOURER shoes which feature BOOST™ for performance and come in a lightweight, breathable mesh upper and alongside an air-channeled midsole gives the wearer 360-degree ventilation for increased comfort.

'I love the offering for Spring/Summer 2017 because I can wear many of the products every day, for any activity or event or when travelling. If I'm going to training or the gym I'll choose the reflective and padded jackets and when I go to family events, there are many elegant and sophisticated choices. With Porsche Design Sport by adidas I never have to worry, I know I'll always look good and be able to do the things I need to do.' Xabi explained when discussing the collection.

For further information, please visit adidas.com/porschedesignsport and porsche-design.com or youtube.com/porschedesignsport.

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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.