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**PORSCHE DESIGN
SPORT**



Porsche Design Sport by adidas unveils the Limited Edition All Black UltraBOOST

**The ultimate sports-luxe silhouette now redefined in a commanding all black
colourway**

**The functional design approach of Porsche Design fused with cutting-edge
adidas footwear technology**

(STUTTGART/HERZOGENAURACH - 01.03.2017) Porsche Design Sport by adidas launches a limited edition iteration of the iconic PDS UltraBOOST, now available for the first time in a powerful yet sophisticated all black model.

Pairing the functional design of Porsche Design with ground-breaking performance technology from adidas, the aspirational sneaker represents the best in engineered luxury footwear. Offering a sneaker that is both a casual style statement and a performance-orientated running shoe, the limited edition sneaker, which marks the tenth anniversary of the collaboration between premium-lifestyle brand Porsche Design and sports brand adidas, is guaranteed to turn heads this season.

Jacques Chassaing, Senior Design Director Porsche Design Sport by adidas said, "This is an exciting development of adidas' most celebrated and loved running shoe. After the widespread success of the all white silhouette last April, the natural next step was to engineer an all black iteration for our style-conscious consumer. Thanks to new advances in BOOST™ design and manufacturing, we were able to engineer this iconic piece in core black while preserving key comfort-enhancing and performance elements as well as our signature aspirational aesthetic."

The revolutionary BOOST™ boasts a foam midsole that delivers supreme comfort while energy-returning properties keep every step charged with light, fast energy. The sturdy rubber outer-sole, engineered with Stretchweb technology and Torsion System, delivers stability and grip without sacrificing ground feel, while a seamless lining delivers increased comfort and reduced skin irritation. Comfort is further enhanced by a delicate, airy spacer-mesh upper and soft, pin-perforated leather for a truly luxurious ride.

Pair this stand-out sneaker with two elevated Porsche Design Sport by adidas essentials for the ultimate in luxurious yet casual elegance. The sporty SWEAT HOODIE is an indulgent leisure piece crafted from a lightweight performance fabric that maximises breathability. Finally, the refined, comfortable SWEAT PANT, updated this season with a slim, modern cut, and made from a soft, moisture-wicking stretch fabric is the perfect leisure companion to complete the sophisticated sports-luxe look.

In a final statement of characteristic exclusivity, the all black UltraBOOST is available in limited numbers from March 01, 2017 at key Porsche Design Sport by adidas retailers, Porsche Design Stores worldwide and online at adidas.com/porschedesignsport and porsche-design.com.

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

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all black #UltraBOOST

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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.