

PORSCHE DESIGN
SPORT



Porsche Design Sport by adidas presents a fusion of functional elegance with contemporary design to support the cold, dark months of Spring / Summer 2017

- **Engineered luxury sportswear collection is designed for the ‘Urban Commuter’ to journey in comfort and style this season**
 - **Highest quality materials combined with technical orientations to deliver protection against the cold**
 - **Reflective design integrations offer a stylish solution for commuting in the darkness**

(STUTTGART/HERZOGENAURACH - XX.XX.2016) Porsche Design Sport by adidas has unveiled its Spring / Summer 2017 collection; a range of premium sportswear essentials which continues to fuse a style-led approach with superior functionality. Designed for the ‘Urban Commuter’, this collection is perfectly equipped with contemporary, practical solutions for journeying in comfort and style.

The premium, performance-focused collection features the highest quality materials to provide everything the urban-active man requires for his daily journeys, whether it be commuting to work, travelling for business, leisure or heading to the gym. Advanced technical orientations are elegantly integrated to protect against the elements, may it be darkness or light, rain or sun, cold or warmth.

Inspired by the fusion of technology, natural structures and geometric graphics, the new collection champions a subtle hexagon pattern mix to create a futuristic look reminiscent of science-fiction references. This refined print is infused across several key pieces and also features reflective elements which illuminate the eye-catching pattern when hit by light. The concept of the irregularity of nature also influences a unique geometric pattern interference whereby patterns are irregularly mixed within an outfit. A masculine colour palette featuring midnight blues, black and natural colours complements the use of print within the range and creates a sporty but sophisticated aesthetic.

As part of the Spring / Summer 2017 collection, key pieces have been engineered specifically for the purposes of ‘Commuting in Cold’ and ‘Commuting in Darkness’.

Speaking of the collection, Jacques Chassaing, Senior Design Director Porsche Design Sport by adidas, said: “With Porsche Design Sport by adidas we are committed to creating products which marry efficient design details and superior construction with the adidas performance spirit. We know that our consumer is active during even the coldest and darkest months of the year so we have created versatile solutions which incorporate intelligent technicalities necessary to stay warm and dry in the urban environment. Porsche Design Sport by adidas represents sportswear at the most premium level and so precision, luxury detailing and a cutting edge aesthetic are intrinsic to our designs.”

Commuting in Cold: The latest collection includes a capsule of items designed to keep the urban commuter warm and dry during the colder months whilst efficient design details offer a modern look. A hero piece in the collection is the PADDED JACKET, which features a minimalist design and is filled with premium PrimaLoft® Gold insulation - a practical yet smart solution for when the temperature drops. The jacket is also available in a versatile vest design which can be paired with the FUNCTIONAL WOOL MIX TOP, a handsome garment with performance built into its fabric. The refined and technical SEVEN-EIGHT COMMUTER PANT fuses technicality and style; this water-repellant, comfortable pant features the classic five-pockets, roll-up cuffs and a slight crop for a premium, modern look.

As a stylish footwear solution, the UltraBOOST Trainer combines the functional design of Porsche Design with cutting-edge adidas footwear technology. The revolutionary foam delivers energy-filled comfort and distinctive leather elements add the characteristic luxury of Porsche Design Sport by adidas. The outfit is completed with the DRIVE TEAM BAG, a practical travel bag which features an EVA molded compartment to protect valuables whilst ventilated slits allow wet gym or commuting clothing to dry out.

Commuting in Darkness: Reflectivity is a key design and technology story, injecting advanced innovations essential for travelling during the dark hours. The tailored REFLECTIVE JACKET provides high performance in a lightweight design featuring a hexagonal print which becomes visible when illuminated. This print also appears on the REFLECTIVE CAP II for a modern take on high-visibility.

Within the same look is the SEVEN-EIGHTH TIGHT, engineered for running performance, it features reflective details for added safety when commuting in the dark. For head to toe reflectivity, the ENDURANCE 2.0 shoe pairs sleek design, BOOST™ technology and reflective accents within a distinctive new design. A newly integrated higher rim on the EVA midsole provides added stability. A practical yet stylish accessory comes in the form of the OT BACKPACK which boasts reflective trim

accents, an integrated cushioned zip pocket and a padded back panel and shoulder straps for supreme comfort every day.

For further information please visit [adidas.com/porschedesignsport](https://www.youtube.com/user/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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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.