

PORSCHE DESIGN
SPORT



Porsche Design Sport by adidas progresses classic design with luxury, function and innovation to withstand the cool conditions in Fall / Winter 2017.

- **Premium essentials equip the 'Urban Commuter 2.0' to face crisp weather in style and comfort.**
- **High-performance materials regulate protection and temperature for an effortless transition between environments.**
- **Subtle, functional design details don't compromise attention to form.**

(STUTTGART/HERZOGENAURACH – 12.06.2017) Porsche Design Sport by adidas has unveiled its Fall / Winter 2017 collection; a range of premium sportswear and wardrobe staples which immerse luxury, function and innovation into sophisticated style to make chilly conditions seem effortless. Focussing on the needs of the 'Urban Commuter 2.0', the collection delivers contemporary, practical solutions for journeying in more challenging months.

Inspired by the urban-active man's constant drive to keep moving, engineered fabrics are the understated champions of the season's collection. Each item is effortlessly hardwearing thanks to high-performance materials and minimalist details.

Style meets craftsmanship in the standout pieces, EC Running trainer and the Bomber Jacket. The look is rounded off with the Fairway Pants, the PDS Athletic Teambag and one essential, the Core Tee.

The EC RUNNING trainer, offers sophisticated engineering and refined detail. Made with an abrasion-resistant Tubular rubber outsole, an EVA midsole for lightweight cushioning and medial pronation support, the shoe isn't just comfortable and supportive. A fetching synthetic suede and single-layer mesh upper with a 3D metallic look makes it just as suited for the street as the gym.

The sleek BOMBER JACKET progresses a classic style by combining style and functionality with satin fabric and seasonal weatherproofing. PrimaLoft® insulation keeps the body warm, even in wet conditions while the woven material is durable and water-repellent. A number of understated zip and snap pockets keep everyday items secure.

The FAIRWAY PANTS are constructed with water- and stain-repellent technical stretch fabric for style and performance on and off the golf course. Strategically located silicone tape prevents golf gloves from falling out the back right pocket while its placement along the waistband also keeps shirts neatly tucked in.

The CORE TEE is set to become a versatile wardrobe staple. Available in seven colours that complement the Fall / Winter dark colour palette, the t-shirt delivers luxurious comfort with smooth 100% cotton jersey and curved cut lines. Split side hems and a slightly lower back hem allow for comfortable movement.

Complement the style with the durable PDS ATHLETIC TEAMBAG. Built with a water-repellent finish and ventilated side pockets to stow wet gear, an internal organiser and an array of spacious pockets allow urban commuters to separate work, play and training. The minimalist design and subtle black reflective branding make this duffel bag a refined solution for those who don't always travel light.

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

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Simon Bristow
PR Director – Herzo Newsroom
Email: simon.bristow@adidas.com
Tel: +49 9132 84-73 703

Jan Seewald
Head of PR – Porsche Design Group
Email: jan.seewald@porsche-design.de
Tel: +49 711 911 11939

Simona Schapiro

Head of PR – M&C Saatchi Sport & Entertainment

Email: simona.schapiro@mcsaatchi.de

Tel: +49 30 609 60 00 71

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.