
Press Release

February 2019

Porsche Design and PUMA celebrate the launch of a new sportswear collection

Lifestyle and performance wear for city streets

Berlin, February 22, 2019. “Driven by urban dynamics” was the concept presented in style at yesterday’s launch event for the first high-end sportswear collection from Porsche Design and PUMA. The Kühlhaus Berlin event space offered the perfect setting for various performances, staged to showcase the progressive and dynamic nature of the collection.

The two brands complement each other perfectly, bringing together success stories and experiences from the world of motorsport in this new partnership. The timeless, technically inspired design and premium know-how from Porsche Design combines with PUMA’s sports expertise to create the perfect synergy, as can be seen in the collection in the form of innovative cushioning systems for sports shoes, ultra-light materials and taped seams.

The principle of being “ready to react” underpins the entire range, which includes active wear and leisure sportswear plus sports-inspired statement looks. The collection sets new functional and trend-setting benchmarks thanks to innovative features and materials, including Dual Thermo-R technology, which responds to skin temperature, breathable evoKNIT material, used to create functional knitted zones, PUMA CELL technology plus unique Hybrid and Jamming cushioning systems. Technical details, cut-outs and dynamic patterns enhance the visual identity of the collection.

Urban individualists will identify the fusion style of ultra-lightweight and adaptive materials combined with new, modern silhouettes. Featuring a narrow and slightly

Press Release

February 2019

longer cut, the evoKNIT Pro parka is made of water-repellent performance fabric and can be worn as a modern statement piece. The engineered design and functionality of the RCT tee makes it a great match for the parka as well as an ideal part of an outfit for other activities: The Dri-Release™ cotton material with capillary action rapidly pushes moisture to the outside of the garment, dries extremely quickly and the built-in FreshGuard function keeps the wearer feeling fresh. The sweat shorts in innovative spacer fabric with contrasting zips also have the potential to become a summer favourite. The Speed Cat Jamming shoe is the highlight of this look: The unique, transparent mid-sole contains RAW NRGY beads that move freely with every step to deliver ultimate support and cushioning while looking spectacular.

For an informal and comfortable look, the clean, moisture-regulating men's polo can be combined with the purist and versatile design of the lightweight jacket in two-way stretch material and comfortable sweat pants with technical details. The Classic cap and ergonomic Active backpack with smart interior compartments complete this sporty leisure look and are ideal accessories for an active lifestyle. When it's time to pick up the pace, it's easy to keep up with the Hybrid evoKNIT shoe: The Hybrid material plus the interplay between the IGNITE foam and NRGY beads in the midsole allow the shoe to respond to every step, providing energy return to dynamically propel the wearer forwards.

Whether you're travelling, on a city break or just looking for a sporty outfit that reflects a dynamic lifestyle, the water-repellent lightweight down jacket is the perfect option every time. This jacket keeps the wearer warm, but it can be worn around the shoulders using the integrated straps once temperatures start to rise. The water-repellent,

Press Release

February 2019

elasticated woven pants are also ready for anything when it comes to spontaneous activities, as are the Speed Cat Lux trainers. This shoe unites one of PUMA's most famous models, which has a long history in motorsport, with the technically inspired, exclusive look and feel of Porsche Design to create a trainer featuring a single-piece, virtually seamless upper. The "urban mobility" look is a style that makes an impression wherever you are.

If you need expressive design and high performance, seek out the Active evoKNIT midlayer. The top section in eye-catching blue offers the perfect fusion of highly functional sports jacket and exclusive knitted hoodie. The innovative material creates a unique, virtually seamless design with maximum freedom of movement and various functional ventilation zones. The dynamic Active evoKNIT tee is ideal for layering underneath. AP shorts, Hybrid running shoes, Fusion cap and the multifunctional gym bag complete this powerful performance knitwear style.

The expressive performance look makes you immediately appear like one of the favourites. The moisture-regulating Active tights with taped seams provide the ideal frictionless base for sports. Worn over the top, the Active shorts feature an expressive pattern that gives an impression of speed before the event has even started – once you're in action, the shorts deliver on this promise thanks to the side stretch panels. The Active long-sleeve top in PUMA's bold "Surf the web" tone is unmistakably performance-oriented, making it an essential item for ambitious runners. The breathable Hybrid running shoes and functional Active backpack are more subtle, which perhaps makes them even more impressive. The starting blocks await!

Press Release

February 2019

The new Porsche Design x PUMA collection will be available from March 1, 2019, in Porsche Design stores and online at www.porsche-design.com and at www.puma.com.

Press Release

February 2019

About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

For more information please visit www.porsche-design.com

For regular updates on Porsche Design, follow:

Facebook: www.facebook.com/PorscheDesignGroup

Instagram: www.instagram.com/PorscheDesignOfficial

Twitter: www.twitter.com/PorscheDesign

About PUMA:

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 70 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

Press Contacts:

Porsche Design Group

Nadine Cornehl

Head of Public Relations

Tel.: +49 (0)711 911-12919

Email: nadine.cornehl@porsche-design.de

PUMA

Alan Duran

Manager PR Motorsport

Tel: +49 (0)9132 81 2993

Email: alan.duran@puma.com