

## Press Release

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August 2020

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Porsche Design presents the Xetic Footwear Collection

### **A symbiosis of science, design and comfort**

**Stuttgart.** Porsche Design's Xetic Footwear Collection combines PUMA's latest mid-sole technology with purist design, top-quality materials and supreme comfort. PUMA's FutureLab has developed a unique shock absorption system made of structured foam to ensure maximum damping in every step. The development of this unique sole structure was enabled through the study of auxetic materials, which behave in a certain way when they are subjected to mechanical stresses such as compression. XETIC cushioning is a modified combination of structure and foam, proven among hundreds of virtual patterns to be the most efficient for comfort and rebound. This extraordinary midsole technology not only gives the new Porsche Design sneaker models their name, it also exhibits the key design highlight in this footwear collection. The result: three Porsche Design Xetic styles which are not only suitable for casual office and lifestyle settings, but also for high performance training.

The models Xetic M, Xetic L and Xetic M Shift are well rounded thanks to their sophisticated combination of technology and comfort, delivering maximum performance and luxury in every situation. With the exception of the eye-catching sole, they feature puristic and clear design and boast high-quality materials such as leather to imbue the shoes with a special and exclusive look. Special oily and anodized colour effects transfer the Xetic M Shift into an eye-catching footwear while the Xetic M captivates with its sporty glacier grey color look. The Xetic L coming with a casual leather upper layer.

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### **The future of sneakers begins now**

The Xetic Collection not only scores points due to its implementation of technology, its level of sustainability is likewise remarkable: all models are made of 100% recycled mesh material, the leather is 100% chrome-free and the sock liner consists of 30% algae. Furthermore, the dyes used to make the soles are produced through 3D printing. That means the Xetic is not only aesthetically pleasing, it also leaves a lasting impression in terms of design, sustainability and manufacturing.

The new Porsche Design Xetic Footwear collection will be available as of August 2020 in Porsche Design Stores worldwide as well as online at [www.porsche-design.com](http://www.porsche-design.com) and in September at select PUMA stores and at [www.puma.com](http://www.puma.com).

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### **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](http://www.porsche-design.com).

For more information please visit [www.porsche-design.com](http://www.porsche-design.com)

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