
Press Release

June 2019

Porsche Design and PUMA present New Fall/Winter 2019 Sportswear Collection

Sportswear Meets Urban Racer: Styles for Everyday Active Living

Stuttgart. Porsche Design and PUMA present their new Autumn / Winter 2019 sportswear collection, inspired by the style of the "Urban Racer". These dynamic styles, inspired by the world's most vibrant cities, incorporate clean lines, innovative materials and functional design.

The collection caters to the demands of an active city life. It is a statement of style, ambition, form and function, as well as being the perfect companion for the everyday challenges in this type of urban environment. Jogging in the park, working out in the gym, strolling through the city, mingling with friends in a bar: the Porsche Design Sportswear collection easily meets the 24/7 demands of the modern man.

Accents through Color and Material

Matte materials meet glossy, graphic textures, while abstract tech-spec prints and piping add reflectivity. Brilliant colors such as Zinfandel, Lime Green and Moroccan Blue accentuate the basic urban colors asphalt, gray, black, white or navy blue. Details such as magnetic locks, taped hems, inserts made of high-performance knitwear and sophisticated ventilation zones characterize the special claim of the collection.

New, Sustainable Padding Complements Smart Technology

The AW 2019 sportswear collection sets new standards, not only in terms of design, but also with incorporated technology.

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The latest milestone is an innovative new padding, which consciously incorporates more synthetic fibers and uses fewer materials derived from animals. The Ther-more® fillers implemented consist of 100 percent recycled PET bottles. In addition to Eco-down® Fibers, the environmentally and animal-friendly alternative to down, the collection also features Ther-more's® Thermal Booster. The insulating properties of this fleece increase at colder temperatures and can raise the heat output of the fleece by up to twenty percent. This ensures the jacket remains comfortable at all times. In addition, tried and tested technologies RCT (Ready to react - with Dual Thermo-R technology) and PUMA CELL, as well as characteristic materials such as EvoKnit, and DriRelease Cotton continue to give the collection a high-tech look and feel.

The new Porsche Design Fall / Winter 2019 Sportswear collection is available worldwide as of September 2019 in Porsche Design stores, online at www.porsche-design.com and www.puma.com, and at select specialty retailers.

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

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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

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