
Press Release

June 2020

Porsche Design Presents Its Innovative Sportswear Collection for Fall/Winter 2020

High Performance: Porsche Design Sportswear Unites Technology and Style

Stuttgart. Refined style meets innovative technologies and novel materials work in harmony with unseen silhouettes and finishes. The Porsche Design x PUMA sportswear collection for Fall/Winter 2020 is aimed at men who expect uncompromising flexibility and performance not only from themselves, but from their apparel as well. These trendsetting high achievers always give 100% – in all areas of life. Every moment counts and is there to be enjoyed. The new Porsche Design sportswear styles keep pace with this cosmopolitan, ambitious lifestyle 24/7.

Making a statement, living life to the fullest, and staying active: each part of the modern collection embodies maximum performance and confident style. State-of-the-art technologies meet dynamic, hyper-functional designs and sustainable materials.

Intelligent Technologies to Increase Comfort and Physical Performance

Technological innovations determine the look and function of the collection now more than ever. For example, the Porsche Design x PUMA RCT Jacket features a special glow-in-the-dark fabric, turning it into a style highlight: the jacket is charged by sunlight during the day and then shines brightly blue at night. Technologically advanced materials can also be found inside the jacket with

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features such as Thermore® padding, made from recycled polyester, and the Seaqual™ lining, an environmentally friendly fiber made from recycled marine plastic.

In addition to established materials such as POLARTEC®, Ecodown® fibers or the patented temperature-regulating 37.5® technology, Porsche Design and PUMA have used new intelligent fibers and finishes. High-performance fabrics with COOLMAX® wick moisture and enhance drying.

Progressive design and a sustainable mindset also characterize the footwear styles. Algae-based, high-performance BLOOM foam has been used for the first time. Not only does this material benefit the environment, it is also exceptionally light, flexible and durable. Like the Porsche Design x PUMA OCTN High: a new sneaker that fuses motorsport DNA with an unmistakable silhouette to create a unique, rugged style. The Hybrid models also feature mesh made from 100% recycled polyester.

The new Porsche Design sportswear collection for Fall/Winter 20 will be available worldwide in Porsche Design Stores and online at www.porsche-design.com and www.puma.com in September.

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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.

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

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