

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Again Collaborates with Sneaker Brand SONRA

EMBARGO 15.11.2022

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November 2022

A Shoe that Connects the Past, the Present, and the Future

Stuttgart. To mark Porsche Design's 50th anniversary, the exclusive design brand is once again collaborating with the Berlin-based sneaker label SONRA. Together, the two brands are presenting three unique collectors' items in line with the worldwide Porsche Design anniversary campaign "It's About Time," staging the special significance of the aspect of time throughout the entire anniversary year. The sneaker trilogy "Past," "Present," and "Future" conveys this message in a consistent manner and combines the heritage of Porsche Design with the urban sneaker culture of SONRA. The design of the shoes references the shared DNA of Porsche Design and Porsche sports cars in terms of functional aesthetics and technological sophistication. "Our collaboration with the sneaker label SONRA is a highlight and a further focal event in our anniversary year," says Roland Heiler, Chief Design Officer of Porsche Design. "SONRA founder and designer Hikmet Sugör is the pioneer of the German sneaker scene. His creations combine the values that we at Porsche Design have been living for 50 years – timeless and purist design paired with innovative functionality."

Timelessness Meets Zeitgeist

The basis for the second edition of the Porsche Design × SONRA collaboration is the iconic, handcrafted premium sneaker model "proto" by Hikmet Sugör. The striking, sporty, yet elegant shoe is partially made of vegetable-tanned leather. A mix of braided natural-grain premium cowhide was used for the upper material of the sneaker.

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Past

Limited to 50 pieces, the Porsche Design × SONRA “Past” model refers to the legacy of company founder Ferdinand Alexander Porsche in its colorway with an off-white vintage-look sole and black-and-gray design. The look was inspired by an exceptional one-of-a-kind vehicle – the Porsche 911 S 2.4 Targa from 1972, the year Porsche Design was born, which was restored by Porsche Classic specifically for the anniversary. As a highlight, the original Porsche Design logo from 1972 is also embossed on the shoe.

Present

The sneaker from the “Present” line also features a black-and-gray design with red accents and design borrowings from the limited Porsche special edition 911 Edition 50 Years of Porsche Design. The sneaker, which is limited to 250 pairs, features the current Porsche Design logo to match. A hidden highlight for collectors is the NFC chip integrated into the tongue, which guarantees the authenticity of the sneaker and also allows you to call up the story and background information on the collaboration.

Future

Looking ahead at the road to come, the “Future” model is produced entirely by a 3D printer as a one-off sneaker in this collaboration. This manufacturing process emphasizes the progressiveness and innovative strength of both brands. Once again Hikmet Sugör again used the automobile as design inspiration. Visually, the “Future” model is strongly reminiscent of sports cars from the world of racing, with the soles particularly standing out. The sipes resemble tubeless tires and the upper material looks like air intakes in the body of a sports car.

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One thing SONRA and Porsche Design have in common is that both companies create exclusive small series and limited editions of their products with a high degree of individualization. The interplay of exclusivity and precision creates an individual character that makes the Porsche Design × SONRA models an exceptional companion for every sneakerhead. "With this sneaker, we are taking a completely new path and have been able to freely realize our vision. Since 1972, Porsche Design has stood for technical innovation paired with maximum functionality and purist aesthetics. It fills me with pride and recognition to bring this joint sneaker trilogy to life on the occasion of the 50th anniversary. We are setting new standards and celebrating the past, present, and future of Porsche Design at the same time," says Hikmet Sugör, designer and CEO of SONRA.

On November 30 only available at the Porsche Design Store Berlin and online

On November 30, all 50 pairs of the "Past" sneaker model will be available for €345 and 50 pairs of the "Present" edition for €295 at the reopened Porsche Design Store Berlin on Kurfürstendamm. The remaining 200 pairs of the "Present" model will be available online at <https://www.porsche-design.com/de/en/sonra/>. As the ultimate highlight of the collaboration, Porsche Design is offering the "Future" sneaker for online raffle.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most iconic design objects in contemporary history. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Every Porsche Design product stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design stores, exclusive department stores, specialist retailers, and online at www.porsche-design.com.

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