

PORSCHE DESIGN



PRESS RELEASE

PUMA and Porsche Design enter into Strategic Partnership

Herzogenaurach/ Stuttgart, 16 January 2019 – Sports company PUMA and Porsche Design have entered into a strategic partnership to bring a new line of high-end sportswear, footwear and accessories to the market, starting in the Spring/Summer 2019 season. The collaboration blends Porsche Design's sophisticated, functional design philosophy with PUMA's innovative performance technologies. Combining the design heritage of the two globally renowned brands, the Porsche Design Sportswear Collection – available in early March 2019 – features engineered products that will perform at the top level and stand for the fusion of lifestyle and performance wear. This has resulted in a dynamic collection with its own identity, which is supposed to appeal to customers expecting uncompromising aesthetics and performance.

"We are really excited to start working with such a renowned partner like Porsche Design," said Bjørn Gulden, CEO of PUMA. "Their active lifestyle heritage fits perfectly to our ambition to bring the track to the street and merge sport innovation with lifestyle products. With our long experience in motorsport, we will be working with Porsche Design to innovate footwear and apparel styles of high quality and technical engineering."

The new collection meets the needs of those accustomed to the best in high-quality sportswear. Both brands are rooted in the world of motorsport and bring complementary traits to this newly established partnership. Porsche Design brings its

unique design philosophy, its engineering mindset and strong expertise in the premium segment to this collaboration, while PUMA's sports expertise can be seen in advanced cushioning systems, seam-sealing knits and lightweight fabrics.

"With PUMA, we have found a qualified partner, who shares the same values related to technological innovation and functional design. We are very much looking forward to kicking-off this partnership and to lifting the Porsche Design Sportswear Collection to new heights over the following years. The new Spring/Summer 2019 Collection is just the starting point of this valued partnership," says Jan Becker, CEO of Porsche Design Group.

Throughout the years, each brand has remained at the forefront of excellence in functional design and innovative technologies, while continuously staying true to their roots. This winning philosophy has earned both companies numerous awards and is also perfectly reflected in the Porsche Design Sportswear Collection.

A collection ranging from active wear to sports-infused lifestyle wear, the full product range delivers technology, quality, sophistication and style with a clear vision: serving the 24/7 needs of the modern sportive urbanist. This is just the top of the iceberg, because there's more to come in the near future.

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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.

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).