



PRESS RELEASE

PUMA enhances innovation and style with Porsche Design Spring / Summer '21 collection

Herzogenaurach, Germany – 19 April, 2021 — Global sports company PUMA blends the worlds of the latest technologies, lifestyle and fitness within the Porsche Design Spring / Summer '21 collection. NILIT Breeze yarns in apparel and XETIC technology in footwear improve performance without compromising the sustainability of FIRST MILE fabrics or the eye-catching look of state of the art designs.

On the quest for high-end functionality and performance, PUMA and Porsche Design chose latest technologies and materials to achieve their common goals. NILIT Breeze yarns provide a unique cooling effect and an ultra-soft touch. The technology helps to maintain a comfortable body temperature during and after physical activity with extreme resistance, optimal support and flexibility. The active line of the Spring / Summer '21 collection embraces the NILIT Breeze functions from jacket to tee. The EvoKNIT items add a seamless construction with woven overlay panels.

The range offers padded jackets, vests, bomber jackets as well as hoodies. The padded line comes in FIRST MILE fabric, a people-focused network that strengthens micro-economies by collecting plastic bottles that are then turned into yarn. The Padded Sweater additionally features a blend of Merino in the sleeves while the Sweat Hoodie Jacket and the Sweat Pants offers you a cool and comfortable look on your way back from the gym.

As a statement piece the RCT (Ready to React) line of the PUMA x Porsche Design collection translates the latest technologies into functional yet eye-catching items. The RCT Jacket's "livery" for example features a reflective shell fabric with wind cell and rain cell functions, taped seams and stretch fabric to blend performance and comfort.

To complete the set the PUMA x Porsche Design Spring / Summer '21 collection offers state of the art technology as well for footwear. The RCT XETIC Trainer Disc is featuring the latest innovative midsole technology from PUMA: XETIC. It uses a combination of foam and structure to create a breakthrough cushioning system. The upper is made out of textile with silver reflective details and a leather eye stay. All textiles and upper materials are recycled, and the leather used



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is chrome free. Besides those statement kicks PUMA x Porsche Design offers a full range of lifestyle and active footwear.

Be part of innovation and style and get your PUMA x Porsche Design Spring / Summer '21 Collection now in PUMA and Porsche Design stores as well as online on puma.com and porsche-design.com.

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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 more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

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 online at www.porschedesign.com.

More information is available online at www.porsche-design.com