

APPAREL AND ACCESSORIES

## Porsche Design works with Puma to create motorsport line

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*Porsche design is linking with Puma. Image credit: Porsche Design*

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By STAFF REPORTS

Luxury apparel and accessories label Porsche Design will be skidding into the design world for sporting apparel and accessories with a new partnership.

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Athletic brand Puma and Porsche Design have signed a long-term agreement in which the two will release high-end sportswear, footwear and accessories, beginning with the 2019 spring/summer season. Named the Porsche Design Performance Collection, the collection will be available starting in February.

“The SS19 season of the new Porsche Design Performance Collection is just the starting point of this valued partnership,” said Jan Becker, CEO of Porsche Design Group, in a statement.

Driving with the Puma

Puma has previously worked with similar performance auto brands such as BMW, Aston Martin and others in apparel, footwear and accessories in its Motorsport segment.

Porsche fans will now be able to sport their love for the brand, in a stylish manner catered to athleisure wearers.

The brands have also recently announced that Puma will be responsible for the manufacturing of Porsche’s Motorsport crew and drivers.



*Porsche's Motorsport team. Image credit: Porsche*

“With Puma we’ve found a strong partner, sharing the same values related to technological innovation, design, and top quality products,” said Bjørn Gulden, CEO of Porsche Design Group, in a statement. “We’re very excited to kick-off this partnership and lift the Porsche Design Performance Collection to new heights over the following years.”

Porsche's motorsport division has also worked with a luxury fashion brand to outfit its racing team with menswear.

Menswear label Hugo Boss has provided Porsche' Formula E racing team with a series of outfits, as Porsche joins E racing. Hugo Boss has been an established partner in the racing series ([see story](#)).

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