

APPAREL AND ACCESSORIES

Porsche Design teams with Puma for sneaker collaboration

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The sneaker collection is inspired by the Porsche Turbo 911. Image credit: Porsche Cars North America

By LUXURY DAILY NEWS SERVICE

German automaker Porsche has revealed its footwear capsule collection with athletic brand Puma, which pays tribute to the 911 Turbo.

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The automaker's apparel and accessories label, Porsche Design, entered into a strategic partnership with Puma in early 2019. To build hype around the launch, Porsche and Puma hosted the "world's fastest" pre-release for the colorful sneaker line.

"To see the Porsche heritage so seamlessly translated into the design language of Puma has been a thrill," said Pedro Mota, vice president of marketing at Porsche Cars North America, Inc., in a statement. "Introducing a new generation of the 911 Turbo this summer was exhilarating, and working with Puma to celebrate the occasion has allowed us to share our sports cars beyond our core enthusiasts."

Porsche x Puma

Sold out online within hours, the Porsche x Puma collection included eight different sneakers inspired by the eight generations of the 911 Turbo.

Puma's Future Rider sneakers represent the first four generations of the 911 Turbo, while the Speedcat sneakers are representative of the more recent Turbo variants.

The sneaker designs took inspiration from the sports cars' paint colors, rear wings and body lines. Colorways included oak green, guards red, mint green, metallic silver and metallic navy.



Puma Speedcats in metallic navy blue inspired by the Porsche 911 Turbo Type 992. Image credit: Porsche

Only 500 pairs of each sneaker, priced at \$150, were made. While sold out online, the collection is also available at the Puma flagship in New York as well as Porsche Design stores and Porsche Experience Centers.

Before launching on Nov. 17, fans had the chance to buy the limited-edition sneakers during a special pre-release on Nov. 16. The shopping window was 2.7 seconds, the time it takes to the 2021 Porsche 911 Turbo to go from 0 to 60 mph.

Last year, Puma and Porsche Design signed a long-term agreement in which the two will release high-end sportswear, footwear and accessories, named the Porsche Design Performance Collection. 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 ([see story](#)).

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