

AUTOMOTIVE

## Porsche teams up with Puma for codesigned sneaker drop

May 30, 2023



*The luxury vehicle brand is celebrating individuality, art and an anniversary milestone with the release of Porsche x Puma California Pro 911 'Dreams in Colours' Edition." Image credit: Porsche*

By LUXURY DAILY NEWS SERVICE

German automaker Porsche's Asia Pacific arm is once again collaborating with German sportswear brand Puma.

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The pair are spreading the word on a limited-edition sneaker collection, created jointly and arriving in every shade of the rainbow. Celebrating individuality and thirty years in Thailand, the Porsche x Puma California Pro 911 Dreams in Colours' Edition's many hues follow a debut capsule from the collective, unveiled in 2023.

"This collaboration between Porsche and Puma is a tribute to all those who are, just like us, driven by dreams," said Yannick Ott, director of marketing at **Porsche** Asia Pacific, in a statement.

"Inspired by the vibrant and creative culture of Thailand, we hope every step taken in this sneaker is an expression of the wearer's dreams, confidence and limitless possibilities."

Porsche x Puma

Just like the aforementioned anniversary model, the new runners, released May 28, grant wearers seven different colors to choose from.

The sneakers are panel-matched to the Carrera GTS, in a move that stays true to the automaker's visual identity. The sneakers are all asymmetrical, hosting color codes on the left tongue and the name of the corresponding day of the week on the right.

From "signal yellow" to "ruby star," each shade represents a day of the week in accordance with Thai culture. Porsche encourages consumers to pick their preferred color based on the day on which they were born "for an extra dose of good luck."

The shoe's insoles feature a similar range of inspirational inscriptions.

**#Porsche** has collaborated with **@PUMA** to create a colourful anniversary sneaker collection

for Thailand's young dreamers, while teaming up with [@88rising](#) to discover rising talent in the Southeast Asian country. More: <https://t.co/HPVEuELrF7> [pic.twitter.com/plhYp2yZ5y](https://pic.twitter.com/plhYp2yZ5y)

Porsche Newsroom (@PorscheNewsroom) [May 27, 2023](#)

The parties have worked together in the past, signing a long-term agreement in 2019 ([see story](#)).

Today, just 1,993 pairs have been produced through the project, alluding to the year that the distribution and importation of Porsche within Thailand began.

Specifically benefiting the country's youth communities, the automaker is running a "Dreams in Colors" competition with the aid of American music company [88Rising](#), helping burgeoning artists get discovered through the initiative.

Interested talents can tag TikTok content with "#DreamsinColours" and share their work. A winner will be chosen at a later date, receiving the opportunity to attend an 88Rising-sponsored writing camp in Los Angeles, or abroad in Bali, Indonesia.

The Porsche x Puma California Pro 911 Dreams in Colours' Edition is available at Porsche Studios Iconsiam and Siam Paragon, as well as select Puma stores within Thailand.

"It's been a privilege to work with Porsche to bring our collaborative Dreams in Colours campaign to life, to celebrate three decades of enduring Porsche passion in Thailand," said Ludwig Tsai, general manager at Puma Thailand, in a statement.

"The release of Puma's very special, 1,993-sneaker-strong collection has been designed so a larger group of Porsche and Puma fans can celebrate in style, specifically Thailand's young dreamers."

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