

AUTOMOTIVE

## Porsche, Puma pump up anniversary celebrations with dual sneaker drops

August 24, 2023



*The "Porsche Rennsport Reunion 7 - Mirage Sport Tech" sneakers are also now available ahead of what brand representatives are calling the largest gathering of its enthusiasts, collectors and drivers. Image credit: Porsche*

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By LUXURY DAILY NEWS SERVICE

German automaker **Porsche's** Lifestyle Group is delivering commemorative digs with German sportswear brand Puma.

As the company's famed "911" sports car reaches 60 years on the market, new footwear releases honoring the model will soon be added to the brand's lifestyle lineup. The "Porsche Rennsport Reunion 7 - Mirage Sport Tech" sneakers are also now available ahead of what brand representatives are calling the largest gathering of its enthusiasts, collectors and drivers.

60 years of 911

The seventh installment of the **Rennsport Reunion** is slated to take place at WeatherTech Raceway Laguna Seca in California from Sept. 28, 2023, through Oct. 1, 2023.

The event, a fusion of a car show and a racing series, gives guests are given the chance to find community and meet Porsche ambassadors in a range of ways, from participating in esports activations to fan zone visits.

Named after this convention, the Mirage Sport Tech sneakers are limited edition, providing a way for lovers of the racetrack to mark the occasion in style.



*One of the two Puma-made products looks back at Porsche's history, its design inspired by the historic car. Image credit: Porsche*

The shoes have exclusive event branding on the insole, tongue and box. Toward the heel, a checkered flag and Rennsport Reunion logo are also found.

Available in either black or white, complete with red and blue accents, the trainers are live at the official [Porsche Design Online Store](#) and in Porsche Design shops, and retail for \$150.

Separately, "Heritage" and "Retro" units make up the collaborative 60 Years 911 Collection. Also limited edition releases, the sneakers reflect the history and current state of the named sports car model.

The Retro shoe speaks to the past, the suede leather silhouette modeled after the 1972 Porsche 911 S 2.5, with light blue exteriors and red stitching. In a nod to the car's launch year, just 1,972 pairs will be pushed forward.

Listed on the heel is the number 56, while the recently released Porsche 911 S/T's radiator grill badge embellishes the front of the tongue and a brown leather tag.



*The more modern of the limited-edition 911 shoes marries the brand's past and present. Image credit: Porsche*

The leather Heritage option is focused on this modern model, cloaked in a gray color with cognac brown on the

lining, the latter detail hinting at the car's interior. Individual numbering, the same pattern as the vehicle's seats and the 60 Years of Porsche 911 logo, is printed on the tongue's underside as well.

With a second celebratory logo on the hang tag and a heel stamped with "63," just 1,963 pairs will be sold, homaging the first generation of the 911.

Launched in association with a frequent brand collaborator ([see story](#)), both of the shoes will be available for online ordering at [Shop.Porsche.com](https://shop.porsche.com) on Sept. 6, 2023, retailing for \$160.

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