Icons of Fast: Porsche and PUMA unveil limited shoe series inspired by the 911 Turbo

12/11/2020 "The World's Fastest Sneaker Pre-Release" will last just 2.7 seconds – the 0-60 time of the 2021 Porsche 911 Turbo

Since its debut, the 911 Turbo has been revered as much for its design as for its performance and sound. Now, after nearly five decades and eight generations, Porsche Cars North America (PCNA) is pleased to honor the sports car in an entirely new way.

Porsche and global sports company PUMA have teamed up to create a limited-edition collection of shoes celebrating the 911 Turbo. Iconic design elements from the 911 Turbo, such as period-specific paint colors, rear wings, light bars, interiors and body lines, were all used as inspiration to create shoes as special as the car itself.

"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, Porsche Cars North America, Inc. "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."

For the collaboration, PUMA selected two of its "silhouettes," or model outlines: The 1970s-inspired Future Rider and the motorsport-inspired Speedcat. These became the basis for two styles reflecting a key evolution in the 911 engine over time: "Air-Cooled" and "Water-Cooled." The Future Rider was chosen to represent the first four generations of air-cooled 911 Turbos, Type 930 3.0 L and 3.3 L, Type 964 and Type 993, and the Speedcat picks up the more recent variants, the Type 996, 997, 991 and 992.

PUMA used original Porsche vehicle hues including Riviera Blue, Guards Red, Saffron Yellow Metallic and GT Silver Metallic as an inspiration to give the shoes a look instantly recognizable for any Porsche aficionado. The PUMA x Porsche collection will only produce 500 pairs per unique sneaker design across all sizes.

Porsche and PUMA have worked together previously, as the sports company is the exclusive technical partner of Porsche Motorsport, including the Porsche GT Team and TAG Heuer Porsche Formula E Team for fireproof racing clothing, team wear, as well as shoes and luggage. Porsche Design also entered a strategic relationship with PUMA in 2019, resulting in seasonal collections of high-end sportswear, footwear and accessories.

“World’s fastest” pre-release Info

One day before the official launch, a special pre-release on November 16 at 12:00 PM ET will give fans the opportunity to purchase the limited-editions sneakers early. But only if they’re fast enough. The window to buy these Turbo-inspired sneakers will last only 2.7 seconds, inspired by the 0 to 60 mph sprint of the 2021 Porsche 911 Turbo. “The World’s Fastest Sneaker Pre-Release” will happen exclusively at www.porsche-design.com/icons-of-fast. At launch, the shoes will retail for $150 per pair and are available online at us.puma.com, www.porsche-design.com/icons-of-fast, as well as in-stores at the PUMA flagship store in New York, Porsche Design stores in the greater Los Angeles and Miami areas, Houston and the Porsche Experience Centers in Atlanta and Los Angeles.

To learn more about the partnership, visit www.porsche-design.com/icons-of-fast/partnership.

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