

Sonra “Porsche Design Edition”: Limited-edition sneaker inspired by the Porsche 912

This article reflects the status at the time of its publication. The content may since have become outdated.

24/10/2020 Porsche Design and the Berlin-based footwear label Sonra are combining their areas of expertise for the very first time. The result is a unique collector's item: the Sonra “Porsche Design Edition”. The limited-edition sneaker is inspired by the design elements of the Porsche 912.

The collaboration perfectly merges the premium know-how of the exclusive lifestyle brand with the urban sneaker culture of Sonra. Hikmet Sugör, designer and CEO of Sonra, also shares a very particular fascination for Porsche Design.

“Hikmet Sugör is a poster child of the German sneaker scene. As the founder of SONRA and a designer,

he is the perfect partner for addressing a younger demographic", says Roland Heiler, Chief Design Officer of Porsche Design. "His style clearly shares our approach to minimalist aesthetics as well as functional and timeless design. The collaboration and the focus on urban street style is a step towards expanding our product portfolio and our target group."

Purist and functional design meets sneaker "Zeitgeist"

The Sonra "Porsche Design Edition" is based on the luxurious, handmade sneaker model "proto" by Hikmet Sugör. The distinctive, sporty yet elegant shoe is partly made of vegetable tanned leather, with naturally grained premium cowhide leather used for the upper part of the shoe. Red highlights combined with a slate grey hue are reminiscent of the designer's favourite Porsche car colours. Hikmet owns a signal red Porsche 912.

Another special feature of the limited-edition, numbered sneaker is the original Porsche 912 logo branding. The look is completed with the Sonra logo on the sole. Purist design, high-quality materials and a demand for perfection are at the core of the sneaker and perfectly reflect the Porsche Design DNA. Sonra also embodies an extraordinary approach to style, colours and materials with environmentally- and skin-friendly production in Germany.

To kick off the collaboration, Porsche Design will offer a unique pair of SONRA "Porsche Design Edition" sneakers in a special sweepstakes. The shoes, in signal red, are a direct reference to the colour of Hikmet's Porsche 912.

Starting October, 5th and running through October, 26th, 2020, sneakerheads will have the opportunity to participate in the sweepstakes by visiting www.porsche-design.com/de/en/sonra or the Porsche Design Store Berlin, located on Kurfürstendamm. Only one pair of this special sneaker will be made in the winner's size.

How the Hikmet Sugör and Porsche Design collaboration came about

Hikmet's connection with the brand is closely linked to his personal ups and downs on his journey to establish the successful sneaker brand SONRA. In the short film "I am Hikmet", Germany's best-known sneaker icon gives personal and previously unknown insights into the beginnings of his career as well as his inspiration and the drive behind this extraordinary collaboration.

Hikmet has always been fascinated by timeless and purist designs combined with innovative functionality. This is something that Professor Ferdinand Alexander Porsche, the founder of Porsche Design, stands for like no other product designer; the main features of his iconic design can still be seen in the lifestyle brand's current products. Hikmet has always been enticed by the idea to enter into a

collaboration with Porsche Design and to explore the interplay between the premium brand's minimalist design approach and Sonra's expertise in street style.

Hikmet Sugör: "The opportunity to work with Porsche Design, bring my creative idea to life and design a sneaker is a great honour for me. Especially, as this shoe basically tells the story of my life. The limited edition model is a declaration of love to my Porsche 912, which has accompanied me in many emotional moments of my life, and to the Porsche Design brand, which stands for a product design philosophy that is truly one-of-a-kind."

Info

The limited-edition leather sneakers retail for 295 euro (RRP) and will be released on October 24 in the European Porsche Design Online Store.

MEDIA ENQUIRIES



Angélique Kreichgauer

Head of Public Relations and Social Media Porsche Lifestyle Group
+49 (0) 1523 / 911 6242
angelique.kreichgauer@porsche-design.de

Image Sublines

Path: Sonra "Porsche Design Edition": Limited-edition sneaker inspired by the Porsche 912/Images/img_1.jpg
Title: Hikmet Sugör, Porsche Design X Sonra, 2020, Porsche AG
Subline: Hikmet Sugör with the sneaker Sonra "Porsche Design Edition"

Path: Sonra "Porsche Design Edition": Limited-edition sneaker inspired by the Porsche 912/Images/img_2.jpg
Title: Porsche Design X Sonra, 2020, Porsche AG
Subline: The unique pair of SONRA "Porsche Design Edition" sneakers in a special sweepstakes

Path: Sonra "Porsche Design Edition": Limited-edition sneaker inspired by the Porsche 912/Images/img_3.jpg
Title: Hikmet Sugör, 912, 2020, Porsche AG
Subline: Hikmet Sugör in his 912

Link Collection

Link to this article
https://newsroom.porsche.com/en/2020/products/porsche-design-label-sonra-limited-edition-sneaker-inspired-by-porsche-912-22646.html

Media Package
https://pmdb.porsche.de/newsroomzips/b3a9b528-623c-425b-bc6a-7156b870025a.zip

External Links
http://www.porsche-design.com/de/en/sonra

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart