

Porsche Asia Pacific and Puma reveal sneaker collaboration

27/05/2023 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.

Porsche and Puma have released a batch of limited-edition sneakers as part of 'Dreams in Colours', a celebration of three decades of enduring Porsche passion in Thailand. Alongside the collaboration, Porsche has partnered with pioneering global music and media company 88rising to run a #Dreamsincolours TikTok competition, which aims to empower aspiring Thai artists to achieve their dreams.

The kaleidoscopic sneaker collection has been designed to complement the Porsche 911 Carrera GTS – 30 Years Porsche Thailand Edition, a limited-edition model created to mark three decades of Porsche in the Southeast Asian country. The sports car was unveiled earlier this year in a choice of seven different colours, representing the different days of the week in Thai culture, and sold out shortly after it was launched.

Like the celebratory 911 Carrera GTS, the Porsche x Puma California Pro 911 'Dreams in Colours' Edition comes in seven bright hues; Signal Yellow, Ruby Star, Signal Green, Pastel Orange, Riviera Blue, Ultra Violet and Fire Red. In a nod to 1993 – the year that Thailand officially began importing and distributing Porsche cars – just 1,993 pairs will be created as part of the colourful new collaboration.

Ludwig Tsai, General Manager of Puma Thailand said: "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. 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."

Each Puma California Pro sneaker has been meticulously panel-matched to the correct Porsche Paint-to Sample colours from the Porsche 911 Carrera GTS – 30 Years Porsche Thailand Edition, and crafted using high-quality materials. Like the owners of the limited-edition 911, sneaker fans and aspiring young Thai dreamers can pick the sneaker colour that corresponds to the day they were born for an extra dose of good luck.

The sneaker also boasts bespoke asymmetric details, for example the Porsche Paint-to-Sample colour code on the left tongue and the corresponding day on the right tongue. The insoles on each side are also different: on the left, a Classic Porsche 964 and on the right, the 911 Carrera GTS – 30 Years Porsche Thailand Edition, matching the colour and day of the sneaker. Intricate details such as the sneaker's edition number, a contemporary '911' logo on the rear pull tab, a special box and a set of additional exclusive accessories complete the collection.

"This collaboration between Porsche and Puma is a tribute to all those who are, just like us, driven by dreams," says Yannick Ott, Director Marketing at Porsche Asia Pacific. "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."

During an exclusive launch party at CARNIVAL**TM** Bangkok's flagship store in Siam Square, Pathum Wan, both brands announced a collaboration with the music and media label 88rising, to discover young and rising talent in Thailand. Interested young artists are invited to share their talent by tagging #DreamsinColours on TikTok, and a winner will be selected to attend 88Rising's writing camp held either in Los Angeles, US, or Bali, Indonesia, where they will be able to further hone their skills.

The limited-edition Porsche x Puma California Pro 911 'Dreams in Colours' Edition will be released on 28 May 2023, and will be available from CarnivalTM Bangkok, and at both Porsche Studios Iconsiam and Siam Paragon, as well as at selected Puma stores in Thailand. The sneakers will retail for THB 6,500.

The full list of Porsche x Puma California Pro 911 colours

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

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