



Porsche celebrates 60th birthday of the 911 with Retro and Heritage Design Sneakers

24/08/2023 The Porsche 911 has been the epitome of exciting design and engineering for 60 years now. Designed by the young Ferdinand Alexander Porsche and his team, the sports car – initially named the 901 – immediately conquered the hearts of car lovers.

The icon has continued to evolve over the past six decades. From 1963 to the present day, eight generations have evolved, making it clear that standing still is never an option for a sports car manufacturer. Porsche is celebrating the 60th anniversary with a limited special edition of the sports car – the new 911 S/T. In line with this, the Porsche Lifestyle Group is presenting two special limited sneaker editions in collaboration with global sports company Puma. The launch and exclusive pre-sale will take place on September 5 at the Porsche pop-up store at the IAA Mobility in Munich.

A Strong Profile for Every Appearance

The sneaker models specially designed for the anniversary reflect the impressive history of the iconic sports car: the Retro Sneaker symbolizes the past and the Heritage Sneaker the present of the Porsche 911. Both models are not only limited, but individually numbered, making each pair unique. The stylish Retro Sneaker is characterized by the classic narrow and flat silhouette of the Porsche 911 S 2.5 from 1972. This was one of the first 911s with S and T components, even if it did not yet officially bear the suffix "S/T". The color scheme of the sneaker in Light Blue is derived from the exterior color of the historic vehicle. The same applies to the starting number 56 on the heel.

In addition to the impeccably finished suede overlays in combination with the underlays and the tongue made of smooth leather, the red contrast stitching rounds off the retro look. The sneaker is limited to 1,972 copies in reference to the birth year of the vehicle. The limitation number can be found on the bottom of a leather tab attached to the side of the shoe, with eye-catching Porsche lettering on the top. On the front of the tongue, the so-called grill badge of the Porsche 911 S/T – a round badge on the radiator grille of the vehicle – is applied as a woven label. The grill badge bears the 60 Years of Porsche 911 logo in black and white and also adorns the brown leather tag (hang tag).

Back to the Future

The Heritage Sneaker has a modern, sporty silhouette, and its design and color scheme are inspired by the new Porsche 911 S/T. The sports car with manual transmission and high-revving engine brings together the best of two lines: the high mileage of the S model and the simplicity of the T model. The gray hue of the smooth leather shoe is based on the exterior color of the anniversary car, while the shoe lining picks up the cognac-brown tone of the interior. The starting number 63 (in reference to the year the Porsche 911 was born) and Porsche lettering – both positioned on the heel – perfectly round off the sporty look.

As a tribute to the first generation of the 911, the Heritage Sneakers are limited to 1,963 pieces. The single numbering is found on the textile underside of the tongue, which bears the pattern of the vehicle seats. The grill badge is applied as a woven label on the front of the tongue made of smooth leather. The Heritage Sneaker features the 60 Years of Porsche 911 logo in color. It is also found on the hang tag, which is made from the outer leather of the shoe.

The left shoe of both sneaker models come with a red lace, while the right one comes with a black one; a second lace in each of the two colors is included in the box. At the tip of the laces, the respective limitation number can be found as a hidden highlight. The corresponding start number – 56 or 63 – is found in the heel area of the respective left sock liner; and on the right sock liner, the black and white or colored grill badge is located at this position. The shoe bags and boxes are in the respective color of the shoe and also printed with the respective grill badge and the respective start number.

Info

The sneakers will be available to order from September 6 at shop.porsche.com as well as in the Porsche Museum store in Stuttgart-Zuffenhausen and the Porsche factory stores in Zuffenhausen and Weissach. At puma.com, the sneakers will be available to order from September 14 in North America and from September 24 in Europe.

MEDIA ENQUIRIES



Sandro Kälin

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

Link Collection

Link to this article
https://newsroom.porsche.com/it_CH/2023/products/porsche-puma-sneakers-limited-edition-60th-anniversary-911-33560.html

Media Package
https://pmdb.porsche.de/newsroomzips/bf126a1a-263e-4a7d-89ca-c8e158d6564b.zip

External Links
https://shop.porsche.com/us/en-US/60y-911-sneakers
https://eu.puma.com/de/de/home