

# PORSCHE DESIGN

## PRESS RELEASE

Porsche Design and SONRA Draw Sneakerheads to Kurfürstendamm in Berlin

Page 1 of 4

November 2022

### **Long Lines Form Outside Porsche Design Store for Launch of Porsche Design x SONRA Sneakers**

**Stuttgart/Berlin.** To mark Porsche Design's 50th anniversary, the exclusive design brand collaborated with the Berlin-based sneaker label SONRA for a second time. SONRA founder and designer Hikmet Sugör and Sascha Leubeling, manager of the Porsche Design store in Berlin, today jointly presented three unique collector's pieces to the invited guests and sneakerheads. From 4 p.m., all 50 pairs of the "Past" sneaker model were offered at a price of €345 at the Porsche Design store on Kurfürstendamm in Berlin, while 50 pairs of the "Present" edition were on offer at a sales price of €295. Fans of Porsche Design and of sneakers flocked to the Porsche Design store in Berlin before sales officially started and had to exercise patience. All the sneakers were sold out that same day. 200 pairs of the "Present" model were available online at [www.porsche-design.com](http://www.porsche-design.com) and were out of stock in next to no time. As the ultimate highlight of the collaboration, a one-off "Future" sneaker was put up for grabs in an online sweepstake.

### **Timelessness Meets Zeitgeist**

The basis for the second edition of the Porsche Design x SONRA collaboration is the iconic, handcrafted premium sneaker model proto by Hikmet Sugör. The striking, sporty, but elegant shoe is partially made of vegetable-tanned leather. A mix of braided natural-grain premium cowhide was used for the upper material of the sneaker. The look of the "Past" model was inspired by an exceptional one-of-a-kind vehicle—the Porsche 911 S 2.4 Targa from 1972, the

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## PRESS RELEASE

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Page 2 of 4

November 2022

year Porsche Design was born, which was restored by Porsche Classic especially for the anniversary. The sneaker from the "Present" line features design borrowings from the limited Porsche special edition 911 Edition 50 Years of Porsche Design. Visually, the one-off "Future" model is strongly reminiscent of sports cars from the world of racing, with the sole particularly standing out. The sipes resemble tubeless tires and the upper material looks like air intakes in the body of a sports car. In line with the worldwide Porsche Design anniversary campaign "It's about time," Porsche Design is staging the special significance of the aspect of time throughout the entire anniversary year. The sneaker trilogy "Past", "Present", and "Future" conveys this message in a consistent manner and combines the heritage of Porsche Design with the urban sneaker culture of SONRA.

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## PRESS RELEASE

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Page 3 of 4

November 2022

### **About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most iconic design objects in contemporary history. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Every Porsche Design product stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design stores, exclusive department stores, specialist retailers, and online at [www.porsche-design.com](http://www.porsche-design.com).

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### CONSUMPTION AND EMISSIONS\*

911 Targa 4 GTS

NEDC: combined fuel consumption 10.7–9.9 l/100 km; combined CO<sub>2</sub> emissions 243–227 g/km

WLTP: combined fuel consumption 11.3–10.8 l/100 km; combined CO<sub>2</sub> emissions 257–245 g/km

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## PRESS RELEASE

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Page 4 of 4

November 2022

The stated consumption and emission values were determined in accordance with the legally prescribed measuring procedures. All new vehicles offered by Porsche are type-approved according to WLTP, which is why the NEDC values stated were derived from the WLTP values.

\* Further information on the official fuel/electricity consumption and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide to Fuel Consumption, CO<sub>2</sub> Emissions, and Electricity Consumption of New Passenger Cars," which is available free of charge at all sales outlets and from DAT.