

Press Release

July 2011

UK exclusive at Porsche Design Shop-in-Shop at Harrods

Smoke on the Water: the Porsche Design Shisha

Stuttgart. Purist design combined with high-end materials: The iconic style credo of the Porsche Design luxury brand is reflected at its best in the brand new Shisha. As part of the Porsche Design World Collection the Shisha will come to the worldwide Porsche Design stores from end of July. It will be available with immediate effect exclusively at the lately opened Porsche Design shop-in-shop at the world famous Harrods department store in London, Knightsbridge.

The extraordinary Porsche Design Shisha combines high-quality materials such as aluminium, stainless steel and glass with the timeless and unique design approach of the luxury brand. Puristic and stylish at the same time. The Porsche Design Shisha is made in Germany and stands at a height of 55 centimetres. It only shows a discreet branding on the aluminium top of the Shisha and comes with a long flexible tube made out of TecFlex material, which is also used for the classic Porsche Design TecFlex writing tools.

The Porsche Design World Collection is dedicated to a united global community and consists of a number of exclusively designed products. Besides the Shisha the assortment contains chopsticks, a tea and soup set as well as a few fashion items such as a jacket, polo shirt and a silk scarf.

The lately opened 55 square-metre shop-in-shop at the world-famous department store Harrods in London offers the full range of Porsche Design products. It is situated in the opulent surroundings of the Knightsbridge store's vision and sound department at the 3rd Floor's Millionaires Gallery.

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Porsche Design is a luxury brand with a particular focus on technically inspired products. The Porsche Design brand was established in 1972 by Professor Ferdinand Alexander Porsche. The products stand for functional, timeless and purist design, characterised by their technical innovation. The product portfolio includes watches, sunglasses, luggage, electronic products, a men's fragrance line as well as sports apparel and a fashion collection for men and women. All the products under the brand are designed at the Porsche Design Studio in Zell am See (Austria) and are available worldwide in the company's own stores, franchise stores, shops-in-shops, high end department stores and exclusive specialist retailers.

Porsche Design Store at

Harrods Ltd.

3rd Floor, Millionaires Gallery

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