

PORSCHE DESIGN

PRESS INFORMATION

Porsche Design Presents Eyewear Innovations for Autumn 2023

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September, 2023

Engineered Passion Driven by Innovative Features

Stuttgart / Munich. "Optimizing the function. Reducing the form to its essentials. Finding the best possible solution." Even today, the exclusive lifestyle brand Porsche Design follows this philosophy and a clear design language that goes back to its founder, Ferdinand Alexander Porsche. Thanks to a passion for the perfect form, innovative materials, and maximum functionality, each collection pushes the boundaries in a pursuit to redefine the standards, boldly moving forward to create new trends.

The Motion Series

The new Motion collection is a unique and extraordinary manifesto of the Porsche Design brand philosophy, perfectly combining the form and function of a design object. The purist style is expressed by way of modern and linear shapes, and emphasized by a play of chromatic contrasts. The hinge with an air space is inspired by the wheel rim of the legendary Porsche 911 Turbo and embodies its lightness in terms of the materials. The combination of RXP® high-performance plastic with stainless steel ensures maximum comfort.

The Motion series comprises two optical frames, P'8756 sporting a contemporary Panto style silhouette and P'8757 which features a more rectangular design, with a retail price of 400 euros. The collection also includes two sunglasses models - P'8963 and P'8968 boasting an Aviator shape, available from 330 to 390 euros depending on the lens. All frames are available in four color combinations.

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The Blade Series

The Blade series reflects the pure DNA of motorsports with the utmost precision. Inspired by the brake caliper of a sports car visible behind the wheel rim, the temples are characterized by a stainless steel cut-out detail that features the typical Porsche colors and reveals the technical sophistication of the collection. The combination of high-quality stainless steel and RXP® high-performance plastic guarantees exceptional comfort owing to the materials' lightness and stability, teamed with a sporty and dynamic design. The Blade series presents two new prescription frames: P'8745, with its rectangular front piece and frame attached only to the upper part of the lens, and P'8748, a rimless model - both available in two different sizes. The sunglasses model P'8943 is yet another new addition to this collection, with a flat oversized front piece featuring an angular design. Both optical frames are available at a retail price of 350 euros respectively, while the sunglasses are priced at 290 euros.

The Air Spring Series

The Air Spring collection combines a clean and linear design with distinctive functional details. The side view is dominated by a clear minimalist design language, and it is only when you take a look "behind the scenes" that the entire spectrum of the highest engineering artistry is revealed. The innovative Flex-Zone, featuring a simple aesthetic allows for the superior flexibility of the temple, owing to an innovative engineering technique, guarantees lightness, maximum comfort and - above all - the perfect fit. Additionally, the Flex-Zone makes a clear design statement. By using Beta Titanium as a material, Porsche Design places particular emphasis on the highest standards of quality and stability. The new Panto-shaped prescription frame P'8731 and the Squared Aviator sunglasses P'8967 are available in four color variants each and feature the

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innovative "VISION DRIVE™ technology" lenses. The P'8731 retails at 430 euros, while sunglasses style P'8967 ranges from 360 to 400 euros depending on the choice of lenses

The Flowing Titanium Series

Inspired by the silhouette of the Porsche 911, the Flowing Titanium series combines an elegant design with exceptional performance. The three-dimensional temples create soft lines and a captivating contrast between light and shadow that translates into a distinctive look.

Constructed from 100% Beta Titanium, the frame is ultra-light and - thanks to the integrated spring hinge - offers the utmost comfort. The complex manufacturing process makes the titanium resistant to heat and corrosion, making it particularly durable.

To celebrate the 60th anniversary of this unmistakable sports car, Porsche Design is presenting a special edition of just 911 pieces, available in the same colors as the anniversary edition of the Porsche 911: black and Shoreblue, an exclusive grey-blue hue. The collection includes the optical frame P'8369, priced at 510 euros, and the sunglasses style P'8966, with lenses featuring innovative VISION DRIVE™ technology that retails at 460 euros.

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About Porsche Design

In 1963, Professor Ferdinand Alexander Porsche developed the iconic 911 automobile, one of the most important design objects in modern-day history. With his vision to take the principles and legend of Porsche beyond the confines of the automobile, he founded the exclusive lifestyle brand, Porsche Design, in 1972. His philosophy and design language still live on today in all Porsche Design products. Each and every Porsche Design product is synonymous with exceptional precision and technological innovation, so as to ensure a unique combination of high functionality and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. The collections are available worldwide at Porsche Design stores, exclusive department stores, specialist retailers and online at www.porsche-design.com.

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