

PORSCHE DESIGN

PRESS INFORMATION

Porsche Design Presents Eyewear Innovations for Winter 2024

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January 2024

Engineered Passion. Driven by Innovative Features.

Stuttgart / Munich. Porsche Design stands for perfection, performance, and innovation. The DNA of the exclusive lifestyle brand is reflected by the constant search for the best possible solution, which perfectly combines the most purist design with a maximum of functionality. Due to the passion for innovative materials and refined technologies, the new collection released in January celebrates excellence and represents new standards and trends.

The Eternal Series

As a tribute to Porsche Design's founder Professor Ferdinand Alexander Porsche, the Eternal series goes back to the origins of Porsche Design. It is inspired by the P'8508, a unisex top seller of more than 10 years. Following the Bauhaus principle "Less is More", one of the brand's credos, the series combines a linear and purist design with equable shapes to create a piece for everyday use. The structure of the frame is made of long-lasting and durable stainless steel. Modern color combinations perfectly merge the brand's original search for functionality with the most contemporary design. The Eternal series comprises of three optical frames, P'8758 with a squarer shape, P'8759 sporting a contemporary Panto style silhouette and P'8760, which features a rectangular design. The collection also includes two sunglasses models: the round-shaped P'8969 and the P'8970 boasting a Squared Aviator design.

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The Cyber Tec Series

The Cyber Tec Series represents the perfect interaction between a motorsport-inspired style and unmatched quality. The collection is characterized by a pioneering automotive design, transferring the striking, clean lines of the Porsche 911 GT2 RS to the frame made of a mix of stainless steel and RXP[®] high-performance polyamide. The metal lug, along with the angular shaped surface, intensifies the bold proportions of the series, and matches with the distinctively modelled temple tips, inspired by the taillights of the Porsche 911. The result is an advanced frame with a three-dimensional temple design. The metal core inside the temple guarantees flexibility and wearing comfort. The collection comprises two optical frames, the rectangular P'8763 and the squared P'8770, as well as the aviator-style sunglasses P'8949.

The Hexagon Series

The Hexagon Series is inspired by the hexagonal screws of the Porsche 911 motor block, thus translating the brand's DNA – passion, performance, and motorsport – into eyewear. The front is made of 100% titanium and characterized by the core element of the series: four hexagonal screws that are attached by hand to give stability to the frame and to underline the precision of the production. The purist design of the series emphasizes the perfect match between performance and functionality, perfectly expressed by the ultra-light and adjustable high-performance RXP[®] temples, which guarantee the perfect wearing comfort. The Hexagon Series comprises the optical frame P'8764, featuring a rectangular shape, and the two sunglasses P'8971, boasting an Aviator design, and P'8972 sporting a Panto style silhouette with a double bridge.

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Consumption and Emissions*

Porsche 911 GT2 RS

Fuel consumption combined: 11,8 l/100 km (WLTP); CO₂ emissions combined: 269 g/km (WLTP)

Porsche 911 Turbo S

Fuel consumption combined: 12,3 – 12,0 l/100 km (WLTP); CO₂ emissions combined: 278 – 271 g/km (WLTP)

Porsche 911 Dakar

Fuel consumption combined: 11,3 l/100 km (WLTP); CO₂ emissions combined: 256 g/km (WLTP)

All new vehicles offered by Porsche are type-approved according to WLTP. Official NEDC values derived from WLTP values are no longer available for new vehicles as of 1 January 2023 and can therefore not be provided.

*Further information regarding the official fuel consumption and the official specific CO₂ emissions of new vehicles can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen", which is available at all stores and at DAT, Hellmuth-Hirth-Straße 1, 73760 Ostfildern, free of charge.

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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 at porsche-design.com.

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