

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design Eyewear Presents the Iconic Curved

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June 2024

#### **A Bold Design Meets Turbo-Charged Materials.**

**Stuttgart/Munich.** The exclusive lifestyle brand Porsche Design unlocks its new Iconic Curved model - the P'8952. The combination of the highest performance and the purist form is achieved through the constant focus on innovative manufacturing processes, technical sophistications, and unique materials. With this approach, perfection and precision are taken to the next level to push the boundaries of what is possible.

#### **The Iconic Curved**

The new model Iconic Curved from Porsche Design is the epitome of style. It perfectly embodies the brands' core identity and design philosophy "engineered passion". Thanks to its aerodynamic contours and sleek curves, which are inspired by the surfaces and shapes of the Porsche 911 Turbo S, the concavities draw a parallel to the air intakes of the sports car. This gives the frame an outstanding innovative look that expresses the ideal match between automotive aesthetics and functional design. This is further emphasized by the harmonious combination of aluminum and the high-performance polyamide RXP® - materials with different surfaces and colors. This bold frame surprises with its lightness thanks to the high-quality materials and their processing. The sleek integration of the temples into the frame gives the model another unique curve.

The model Iconic Curved will be available from July at a price of 895 euros exclusively at [porsche-design.com](https://www.porsche-design.com) and in Porsche Design Stores from.

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#### Consumption and Emissions

##### *911 Turbo S (WLTP)*

*Fuel consumption combined: 12.3 – 12.0 l/100 km; CO2 emissions combined: 278 – 271 g/km;*

*CO<sub>2</sub> class: G*

Where values are indicated as ranges, they do not refer to a single, specific vehicle and are not part of the offered product range. They are only for the purposes of comparison between different vehicle types. Additional equipment and accessories (add-on parts, tyre formats etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics. These factors, in addition to weather, traffic conditions and driving behaviour, can influence the fuel/electricity consumption, CO<sub>2</sub> emissions, range and performance values of a vehicle.

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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](https://porsche-design.com).

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Press contact:

#### **Porsche Lifestyle Group**

Angélique Kreichgauer

Head of Public Relations & Social Media

Mobile: +49 152 3 911 6242

Email: [angelique.kreichgauer@porsche-design.de](mailto:angelique.kreichgauer@porsche-design.de)

Daniel Raetz

Manager PR

Mobile: +49 152 0 911 4534

Email: [daniel.raetz@porsche-design.de](mailto:daniel.raetz@porsche-design.de)