

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Men's Fragrance Porsche Design Pure Life

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March 2024

The Scent of Independence

Stuttgart/Munich. Pure Life. It means savouring life and shaping it to your own expectations. Not bound by place or time, but always connected to the world. So life and work carry on – but with one difference: You decide where and when. That new sense of independence has now been translated into a fragrance: Porsche Design Pure Life. Thrilling. Enthralling. Sensual. The perfect expression for a man who lives – and loves – that freedom. Confident and composed.

The Vision

"I wanted this fragrance to capture the feeling of independence, of switching the suit for a linen shirt any time that feels good to you," says perfumer Marine Ipert, describing her vision. "A fragrance that is always with you, and which unlocks the freedom to enjoy life. This soaring limitlessness has been interpreted into a unique fragrance that its creator describes as, "fresh and maritime, but also sensual."

The Fragrance

Porsche Design Pure Life opens with an accord of bergamot, pink peppercorn and ginger – invoking the invigorating sensation of opening a window or taking down the top of a convertible car. With the next deep breath, you catch notes of a fresh sea breeze, juniper berries and

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lavender, infusing a lightness that is not merely fleeting. The addition of an elegant signature of cedar wood, incense and musk creates a truly distinctive magic.

The Fragrance Profile

Top Note: Bergamot, Pink Pepper, Ginger

Heart Note: Juniper Berry, Marine Notes, Lavandin

Base Note: Cedar wood, Incense, Musk

The Flacon

The Porsche Design DNA is all about a symbiosis of form and function at the highest level. This can be seen in the flacon, with high-quality glass and lightweight metal combined to create a bottle that has an elegant sense of weightlessness. The vibrant turquoise colour underlines the vision for this fragrance – it is clear and light, like gazing towards a distant horizon where the sky meets the sea. The Porsche Design flacon also makes technical finesse a priority, emphasising the link between design and functionality: the spray button is flush-mounted into an innovative mechanism. From the back it looks like a traditional trigger with a closing cap, while from the front only a brushed aluminium plate can be seen. When pressed, this plate recedes smoothly into the glass, and the fragrance is sprayed via the small nozzle on the front. The spray mechanism can also be locked while travelling using a special clip – so this bold, independent fragrance can accompany you wherever you go.

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The Assortment

Eau de Parfum	50 ml:	78,00€*
Eau de Parfum	100 ml:	105,00€*
Shower Gel (Hair & Body)	200 ml:	27,00€*

* *Recommended retail price*

Porsche Design Pure Life will be available in all Porsche Design Stores and at porsche-design.com from the end of March 2024 and in exclusive perfumery retailers and selected Douglas stores from April 15, 2024.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (porsche-design.com).

For regular updates on Porsche Lifestyle, please follow:

Instagram: [instagram.com/porschedesign](https://www.instagram.com/porschedesign)

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YouTube: [youtube.com/@porschedesign](https://www.youtube.com/@porschedesign)

About E.A. Cosmetics Distributions GmbH

E.A. Cosmetics Distributions GmbH is a specialist in the development, marketing, production and global distribution of exclusive fragrances. The present brand portfolio offers a broad range of classics as well as designer and lifestyle brands. It is the owner of Aigner Cosmetics trademark rights and licensee of GANT Fragrances and Porsche Design Fragrances. Furthermore EACD is responsible for the distribution of Ariana Grande, Cerruti, Fable & Mane, Guy Laroche, Jean-Louis Scherer, Jennifer Lopez, MCM, Oscar de la Renta as well as Paloma Picasso and Playboy in Germany, Austria and Switzerland.

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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

E.A. Cosmetics Distributions GmbH

Nicole Bruch

Public Relations

Tel.: +49 [0] 89 90 00 06-40

Email: pr@eacosmetics.de

Daniel Rätz

Manager PR

Mobile: +49 152 0 911 4534

Email: daniel.raetz@porsche-design.de