

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Opens Düsseldorf Flagship Store With New Retail Concept

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September 2024

Porsche Design Celebrates Store Opening Event on Düsseldorf's Kö-Bogen

Stuttgart. September 13, 2024 – The luxury brand Porsche Design opened its new flagship store in Düsseldorf in July. In the heart of the German fashion capital, on the exclusive Kö-Bogen, the store extends over two levels covering 170 square meters and presents the brand's entire collection, including watches, eyewear, bags & luggage as well as items from the electronics, fashion & sports sectors. The brand's new retail concept, implemented for the first time in the Düsseldorf store, focuses on the brand's unmistakable design language and embodies the values of functionality, precision, innovation and timeless design. It extends the Porsche lifestyle far beyond iconic vehicles and transfers the motorsport DNA into all areas of life.

An Overwhelming Re-Opening Event

Yesterday, the newly opened store was celebrated with a stylish re-opening party. Around 150 guests, including nationally known influencers, were invited to explore the worlds and products of Porsche Design and Porsche Lifestyle in the new store. After the official ribbon cut by Porsche Lifestyle Group CEO Stefan Buescher, the guests enjoyed culinary highlights from star chef Steffen Henssler. An atmospheric DJ set and exciting conversations rounded off the evening.

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The Future of Retail: A New Brand Experience

The redesigned store will become a central hub for all those who love the Porsche lifestyle – a place where luxury and design are celebrated at the highest level. The new, forward-looking retail concept is based on the unique Porsche Design principles: Tension, Focus and Purpose. These principles define the unique Porsche design philosophy and characterize all products and the store structure with striking design elements, simplicity, precision, and functionality. The diversity of the Porsche Design and Porsche Lifestyle product range can be experienced through a 360° shopping experience with various dedicated areas in the store.

The new store concept goes beyond the traditional shopping experience and offers customers a hospitality area with a café bar that serves as a meeting place for Porsche enthusiasts. Exhibits from Porsche's history such as trophies, race suits and signed photos make the area a central place of experience, creating an inviting atmosphere that encourages people to linger.

A special focus of the store is on the Porsche Design Timepieces, which are presented in a separate area for individual advice. Here, customers can learn more about the fine art of watchmaking and the unmistakable design of Porsche Design watches – a service that underlines the brand's expertise and aspirations.

The Porsche eBikes will be presented in an interactive testing area that is designed in the spirit of the Porsche DNA and offers an action-packed driving experience. A captivating 5D setup simulates a realistic ride with a stationary hub into which the rear wheel is inserted and a wind machine – all in a comfortable and weather-protected environment.

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Installations of various historical motifs and iconic products tell the story of Porsche Design, Studio F. A. Porsche and the deep connection to Porsche's motorsport tradition. Studio F. A. Porsche, founded by Ferdinand Alexander Porsche, is known for its purist and timeless designs that combine functionality and aesthetics. Since the 1970s, the studio has designed numerous products beyond the automotive world, reflecting the brand's unique approach to design.

The Porsche Design Store can be found at the following address:

Porsche Design Store Kö-Bogen
Königsallee 2
40212 Düsseldorf

Opening hours:

Monday – Saturday: 10:00 a.m. to 8:00 p.m.

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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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