

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Eyewear Models

Page 1 of 7

February 2025

Elevating Eyewear: When Precision Engineering Meets Iconic Design

Stuttgart/Munich. At Porsche Design, innovation is defined by seamlessly fusing functionality and purist aesthetics. Driven by the legacy of Professor Ferdinand Alexander Porsche, creator of the iconic Porsche 911 and founder of Porsche Design, the brand remains committed to pushing boundaries with advanced materials and timeless design. The new Porsche Design Eyewear models exemplify this dedication, presenting a fusion of engineering excellence and sophisticated style that redefines standards in the eyewear industry.

Inspired by Racecar Aerodynamics: The New Streamline Series

Capturing the sleek design of the Porsche 911 GT3 RS, an icon of precision engineering and high-performance aerodynamics, the new Streamline Series represents a perfect blend of innovative technology and exceptional craftsmanship. The collection stands out with a unique temple design that resembles the rear wing of the Porsche 911 GT3 RS. Featuring characteristic hinges and temple construction, the aerodynamic shapes ensure an ideal balance of performance and elegance. Made from 100 percent titanium, partially paired with RXP®, the Streamline Series guarantees maximum durability. Adding to its appeal, vibrant accents echo the distinctive details of the Porsche 911 GT3 RS, seamlessly tying the collection to its legendary inspiration.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Eyewear Models

Page 2 of 7

February 2025

The new collection includes four models—two sunglasses models and two optical frames—each with a rectangular shape. Among them, the standout P'8986 sunglasses model combines an RXP® front with titanium temples, offering a perfect balance of durability and lightweight comfort. It is available in black and red with polarized grey lenses and in olive green and black with green polarized XTR lenses that feature an additional contrast enhancer. The available color range expands with a dark green and gold model with gradient grey lenses and a grey, silver, and blue model with dark blue mirrored lenses.

The other sunglasses model in this new family, the P'8987, stands out for its slim, all-titanium frame. It is available in a black and red combination with polarized grey lenses, as well as in blue and grey with blue-black mirrored lenses. Another version is offered in gold and black with polarized XTR dark brown lenses. The polarized and polarized XTR lenses are designed to enhance contrast, provide optimal UV protection, and ensure resistance to scratches and glare. The collection is rounded off with a dark grey and dark green variant featuring green lenses.

Completing the collection are the optical frames, made entirely from titanium. The P'8779 model, featuring a single bridge, is available in several combinations: black frame with red temple tips, dark grey frame with green temple tips, dark blue frame with blue temple tips, and gold frame with black temple tips. The series is rounded off by the P'8780 optical frame, distinguished by its double bridge design. This model is offered in a variety of color options, including black and grey, grey and dark blue, blue and black, and silver with red temple tips.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Eyewear Models

Page 3 of 7

February 2025

Epitome of Performance: The Carbon Fiber Series

The Carbon Fiber Series, one of Porsche Design's most popular series, uses a high-tech material celebrated for its exceptional strength and durability as well as remarkable heat and corrosion resistance. The temple structure combines carbon fiber, which is tried and tested in Porsche sportscars, soft rubber, and a metal core into a sophisticated three-component design, providing an ideal balance of stability and flexibility that offers maximum wearing comfort. Thanks to this unique composition, the frames are incredibly lightweight. The carbon fibers—each strand thinner than a human hair— is lighter than steel, yet multiple times stronger and harder.

The latest additions to the collection include two striking sunglasses designs. The new P'8977 model features a masculine geometric double-bridge design, offered in black and orange with gradient grey lenses, silver and grey with polarized XTR green lenses, dark grey and red with polarized grey lenses, and blue and black with blue-black mirror lenses. The other sunglasses model, the new P'8979, showcases softly rounded lines and is available in black and red with polarized grey lenses, olive and dark grey with gradient grey lenses, gold and black with polarized XTR chestnut lenses as well as grey and blue-grey with blue-black mirror lenses.

Completing the series are four new optical models. The P'8771 features a slightly rounded classic shape, available in elegant color combinations such as black and dark grey, blue and grey, dark grey and dark red, as well as brown and olive. Adding a sporty touch, the P'8772 comes with a rectangular design and is offered in black and red, grey and grey-blue, dark grey and orange, and brown and dark green. The P'8774 S1 and P'8774 S3 models showcase a rimless rectangular design, while the P'8774 S2 offers a slightly rounded style. All three

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Eyewear Models

Page 4 of 7

February 2025

incorporate stainless-steel fronts, carbon fiber and rubber temples, and are available in: black and red, dark grey and dark green, blue and black as well as gold and black. Rounding out the collection is the P'8781, a rectangular model with an RXP® front, complemented by temples made of soft rubber and a carbon fiber element. The P'8781 is available in black, grey and orange, blue and black, as well as brown and black.

Iconic Silhouette: The Flowing Titanium Series

Inspired by the silhouette of the Porsche 911, the Flowing Titanium Series embodies the timeless elegance and exceptional performance of Porsche sportscars, featuring aerodynamic designs crafted from the highest quality materials. The sophisticated temples in this collection undergo over 200 manufacturing processes, ensuring that the titanium is resistant to corrosion and heat, while creating stunning interplays of light and shadow. Integrated spring hinges and adjustable nose pads enhance wearing comfort and flexibility. The use of 100 percent titanium makes the frames ultra-lightweight and extremely durable.

The new models in one of Porsche Design's best-selling series include two sunglasses designs. The P'8984 sunglasses feature a rectangular shape with a double bridge, crafted entirely from titanium. Color options include black with green polarized XTR lenses, grey and black with blue-black mirrored lenses, gold and black with brown lenses, and olive and black with grey gradient lenses. The other new sunglasses model is the P'8985, a unisex round design expertly crafted from titanium and featuring temple tips that enhance both comfort and durability. Four color variants are available: black with grey polarized lenses, silver and grey with green lenses, gold

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Eyewear Models

Page 5 of 7

February 2025

and black with chestnut brown polarized XTR lenses, and dark green and black with grey gradient lenses.

Completing the series are two optical models: the P'8777, crafted entirely from titanium and available in color variants that incorporate elegant black details, beautifully complemented by accents in red, blue grey, dark grey, or olive; and the P'8778, featuring a rectangular shape with a front made from our high-performance polyamide RXP® paired with titanium temples finished with adjustable end tips for added comfort. This model is available in black, crystal and grey, olive as well as grey and dark grey.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Eyewear Models

Page 6 of 7

February 2025

Consumption and Emissions

911 GT3 RS (WLTP)

Fuel consumption combined: 13,2 l/100 km; CO₂-emissions combined (WLTP): 299 g/km

CO₂ 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, CO₂ emissions, range and performance values of a vehicle.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Eyewear Models

Page 7 of 7

February 2025

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)

Facebook: [facebook.com/porschedesign](https://www.facebook.com/porschedesign)

LinkedIn: [linkedin.com/company/porschelifestylegroup](https://www.linkedin.com/company/porschelifestylegroup)

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

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

De Rigo Vision S.p.A

Maria Attilia Battaglia

PR&Corporate Communication

Email: press@derigo.com

Daniel Rätz

Manager PR

Mobile: +49 152 0 911 4534

Email: daniel.raetz@porsche-design.de