

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Eyewear Innovations

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August 2024

Rethinking Eyewear by Bringing Innovative Technologies to Life

Stuttgart/Munich. "Design is not simply art, it is elegance of function", Professor Ferdinand Alexander Porsche – the creator of the legendary sportscar Porsche 911 and founder of Porsche Design – once said. Even today, the exclusive lifestyle brand Porsche Design follows this concept that goes back to F. A. Porsche's philosophy by focusing on innovative materials, functionality, and timeless design. Each eyewear collection aims at pushing boundaries, with the latest releases representing design and engineering excellence and setting new eyewear standards.

The Absorber Series

In the new Absorber Series, technical sophistication and functional elements are transformed into unique designs. The main goal is to enhance comfort, style, and performance by leveraging the shock absorber technology that is found in Porsche vehicles. This one-of-a-kind technical solution integrates a unique buffer system made of rubber that reduces contact pressure and maximizes wearing comfort through its shock-absorbing effect. It also acts as a subtle, contrasting design detail that gives the series a technical, automotive-inspired appearance. The series comprises of two sunglasses models – the P'8974 double-bridge squared aviator style and the P'8973 rectangular model. The models P'8974 and P'8973 are available in four different colors each.

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In addition, three optical frames are launched: a sporty rectangular shaped P'8766, the rectangular P'8765 with a half-rim style and the trendy panto shaped P'8767. The 100 percent titanium fronts provide durability and lightweight comfort, along with customizable temples made of high-performance RXP® completing this innovative concept.

The Machined Series

The Machined Series celebrates a striking design that embodies boldness and innovation. Designed like a sculpture, the straight lines and sharp geometries give the model a technical and futuristic look. The edges and bevels create an exciting interplay of light and shadow, while the fashionable colors add to the trendy look. The series is inspired by the eye-catching P'8951-the Iconic Machined, that was launched in 2023 and is characterized by its bold design. The frames, made from high-performance polyamide RXP®, are exceptionally lightweight and provide maximum comfort. The collection comprises of two sunglasses models: the P'8980, an aviator inspired model with a clear and distinct look, and the P'8981, an octagonally shaped frame that is characterized by a futuristic design. The former is available in black with olive silver mirrored lenses, in green with blue black mirrored lenses, in dark brown with brown lenses and in grey with dark blue mirrored lenses. The P'8981 is also available in four color combinations.

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The Spring Hinge Series

Inspired by the design philosophy of Ferdinand Alexander Porsche, the Spring Hinge collection showcases its heritage by making the function visible through its spring hinge mechanism. This complex and unique design element provides optimal wearing comfort blending into the overall minimalistic appearance of the 100 percent titanium frames. The series comprises of the P'8773 optical frame with a classic rectangular shape and the P'8976 sunglasses frame, characterized by a modern squared style, both available in four color options that highlight the unique spring hinge element.

The Blade Series

Inspired by the iconic Porsche brake caliper, the Blade Series transfers an unmistakable automotive element into eyewear, thanks to the integration of sporty details with ergonomic functionality. The combination of dynamic design with maximum precision offers unparalleled wearing comfort, and reflects the essence of high-performance engineering. The metal elements in this model feature the same colors as used in Porsche cars. Two new sunglasses are now being added to the series: the P'8982, a modern rectangular frame and the aviator shaped P'8983. Two optical frames complement the collection: the square-shaped P'8775 with a half-rim for a classic and sporty look, and the P'8776 featuring a modern squared frame.

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The Hexagon Series

Inspired by the hexagonal screws of the Porsche 911 motor block, the Hexagon Series transforms passion, performance and motorsports into eyewear. The precisely milled 100 percent titanium front, complemented by the iconic hexagonal screws ensure a robust and precise design. The frames provide optimal wearing comfort, thanks to the ultra-light and adjustable high-performance RXP® temples. The bestselling Hexagon Series is complemented with two additional colors. The P'8937, a rectangular shape with a double bridge, is now available in an additional colorway – an exciting combination of a dark green frame with black blue mirrored lenses. While the P'8938, a classic aviator style, is extended with a brown-golden color.

The Liquid Titanium Series

The Liquid Titanium Series is characterized by simple elegance and dynamic design inspired by the unmistakable silhouette of the Porsche 911. The ultralight weight 100 percent titanium temples, perfectly formed in three dimensions, create a special interplay between light and shadow. The bestselling sunglasses style is enriched by a modern and monochrome color addition using the combination of a dark brown frame and olive silver mirrored lenses featuring the VisionDrive Lens Technology™. Further color additions include two of the bestselling optical styles: the rectangular P'8735 and the panto shaped P'8734.

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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).

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