

# Porsche Lifestyle Group

## PRESS RELEASE

### Porsche and Arthur Kar Reunite for the 25th Anniversary of the Carrera GT

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28<sup>th</sup> July 2025

#### **Porsche and Arthur Kar Reunite for the 25th Anniversary of the Carrera GT: A Celebration of Legacy, Innovation and Vision**

**Stuttgart, Germany.** The Porsche Lifestyle Group and Arthur Kar are teaming up again to create a new capsule collection to celebrate the 25th anniversary of the Porsche Carrera GT— one of the most iconic supercars in automotive history. The Paris-based founder of *L'Art de L'Automobile* steps in as Creative Director for a limited-edition capsule collection that is building on recent successful collaborations. Launching in September 2025, the collection draws inspiration from the raw power and timeless design of the Carrera GT, fusing motorsport heritage with Kar's unfiltered aesthetic. The result is a line of garments and accessories that translates the spirit of Porsche's V10 masterpiece, a true celebration of its legacy.

"Being invited to design this collection for the Carrera GT's 25th anniversary is personal," says Kar. "Since it launched, the Carrera GT has always been my favorite car. It's not just a machine, it's a totem of innovation, design, and pure emotion. This collaboration allows me to channel that feeling into a new kind of expression," says Kar.

#### **The new chapter is about a journey.**

For Arthur Kar, the Paris-based founder of *L'Art de L'Automobile*, each collaboration with Porsche is more than just a design project—it's a return to his roots. Born in Lebanon and raised in Paris, Kar's story began in the back of the Porsche Sonauto Levallois garage, where he worked

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as a teenage mechanic fixing engines until his twenties. At that time, he already saw something more in these cars: a culture, a language, a lifestyle. In 2012, he started *L'Art de L'Automobile* as a dealership for rare and collectible cars. It quickly became a meeting point for a new generation of car lovers. The launch of his fashion label KAR/L'ART DE L'AUTOMOBILE in 2017 has influenced not just what people wear, but how they connect with cars and fashion. Arthur Kar has since redefined the bond between both industries, and his cultural impact continues to resonate across the board.

"Arthur brings a singular creative vision to everything he touches. He understands Porsche not just as a carmaker, but as a cultural force which makes him the perfect addition to our team", says Stefan Buescher, CEO of the Porsche Lifestyle Group. "He embodies the racing culture that Porsche has always stood for. His label established itself as a synonym for high-quality products inspired by sports cars. Arthur's creations inspire both car and fashion enthusiasts and appeal primarily to a young, urban target group that values individuality and authenticity."

Kar's relationship with Porsche has always been grounded in shared passion and creative freedom. Their first joint project in 2021, the 968 L'Art, reimagined a classic 90's model as a futuristic roadster: a one-of-a-kind art car hand built in Paris over 18 months. The accompanying collection designed in collaboration with the Porsche Lifestyle Group became an instant collector's favorite. In 2023, the Tokyo capsule further solidified the partnership between Arthur and the brand. Now, the Carrera GT capsule marks a new milestone in their relationship, and in Porsche's own evolution as a cultural icon.

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#### ABOUT THE PORSCHE LIFESTYLE GROUP

The Porsche Lifestyle GmbH & Co. KG was founded in 2003 and is a wholly owned subsidiary of Porsche AG. Dr. Ing. h.c. F. Porsche AG, Stuttgart, and Porsche Design Management GmbH, Salzburg, combined their accessory, apparel, and sporting goods sales in the design and licensing business to form the Porsche Lifestyle Group. The company's mission is to offer the Porsche lifestyle beyond the automobile to people who follow their dreams. Porsche Lifestyle conveys Porsche's fascination and mythos into various spheres. Under the Porsche umbrella, the brands Porsche Design, Porsche Lifestyle, and Studio F. A. Porsche pool their strengths in the Porsche Lifestyle Group. Although they share the same DNA and the same heritage, these three independent business units have distinct brand profiles and business models. More information at [press.porsche-design.com](https://press.porsche-design.com)

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