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PRESS RELEASE

Porsche Design Unveils Its New Eyewear Collection

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Porsche Design Eyewear Embraces a New Era

Stuttgart/Munich. Porsche Design introduces its new eyewear collection, marking the beginning of a bold new era—designed to resonate with a young, free-spirited generation seeking innovation, individuality, and distinctive style with substance. Rooted in a legacy of technical excellence and purist design, the brand continues to push beyond tradition by applying high-performance materials such as titanium, the polyamide RXP®, and stainless steel to fresh, daring designs. This new chapter is defined by striking aesthetics, precise engineering, and the unmistakable character that has always set Porsche Design apart.

All sunglasses in the collection incorporate the Vision Drive Technology™, which delivers decisive optical advantages: anti-glare and contrast-enhancing filters that block eye-straining blue light, boost visibility and color perception, and provide superior impact resistance. With over 95 percent polarized efficiency, UV400 protection, and scratch-resistant coatings, the lenses maximize performance—ensuring that any individual experiences exceptional quality, comfort and protection.

The All-New Hybrid Series: Redefining the Extraordinary

The Hybrid Series opens a progressive new chapter in Porsche Design Eyewear—an expression of innovation that breaks conventions and aims at redefining the extraordinary. With a daring aesthetic, the collection pushes boundaries to create truly innovative eyewear. Inspired by the

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philosophy of Professor Ferdinand Alexander Porsche to not follow trends, but to create them, the Hybrid Series breaks traditional design rules to deliver one-of-a-kind models.

By creating depths and edges, and moving volumes to unexpected levels, the series delivers a modern and striking aesthetic, highlighted by unmistakable contemporary details. Crafted from a high-performance fusion of RXP® and stainless steel, the frames offer a perfect balance of lightweight comfort and lasting durability, merging advanced materials with a distinctive, forward-thinking design. The collection comprises one men's sunglasses model and two optical frames — one designed for men and the other featuring a versatile unisex design.

The sunglasses model P'8994 stands out with its pilot shape and refined, modern aesthetic. Its front creates a captivating interplay of textures and reflections from all perspectives. The frame features a bold, structural design with a prominent upper profile, while the lenses are subtly recessed—enhancing the model's dynamic and technical appeal. It is available in dark grey and black with polarized grey lenses; silver and grey with green polarized XTR lenses; gold and brown with brown lenses; and black and grey-green with blue-black mirrored lenses.

Among the optical frames, the P'8790 stands out with its rectangular shape and distinctive bicolor front. The visual contrast arises not only from the different materials and colors but also from the varied volumes, with the lower part of the front slightly more pronounced than the upper section. Stainless-steel temples complete the refined and contemporary look. Available color combinations include black and olive, dark grey and black, gold and blue, as well as light grey and grey, with a red detail on the temple tip.

The same bicolor concept, combining material and volume contrasts, is echoed in the unisex P'8791 optical frame with a round shape. Offered in black and dark blue, gold and grey, dark grey and olive, and silver and black, it delivers a sophisticated modern aesthetic.

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Hexagon Series: Motorsport DNA Meets Futuristic Design

Inspired by the very heart of Porsche's performance heritage, the Hexagon Series – a bestseller for Porsche Design – brings the thrill of racing into eyewear. Drawing inspiration from the distinctive hexagonal screws found in the Porsche 911 engine, each frame features these iconic screws. Crafted from titanium and hand-assembled with the famous hexagonal screws on the front, the Hexagon Series ensures robustness and precision. The titanium front seamlessly integrates with temples made of RXP®, combining premium materials with Porsche Design's unmistakable philosophy to "experience the excitement of motorsport through eyewear."

With this new release, the series now expands to include two additional models: one sunglasses model and one optical frame. The P'8993 sunglasses feature a squared shape with a single bridge, offering a masculine and sporty look. Lightweight thanks to the titanium front and RXP® temples, the model is available in black with gradient grey lenses, olive and grey with green polarized XTR lenses, dark blue and black with polarized grey lenses, and dark brown and dark grey with brown lenses.

The optical counterpart, model P'8787, maintains the same rectangular silhouette with a single bridge but with an even cleaner design. It is available in black, olive and dark grey, brown and gold, and dark blue and grey.

Liquid Titanium Series: Dynamism and Lightness Embodied in Elegant Engineering

The popular Liquid Titanium Series blends elegant engineering with dynamic design, achieving the perfect balance between maximum dynamism and extraordinary lightness. The flow of liquid metal is reflected in the organic lines of the titanium temples, which play with light and

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shadow to highlight the frame's fluid character and functional elegance, evoking the elite sophistication of the Porsche 911.

With this new release, the collection expands to include three additional sunglasses models and two optical frames. The P'8990 sunglasses feature a bold pilot style with an RXP® front and titanium temples, delivering ultra-light comfort. The double bridge, with the upper bridge in titanium seamlessly integrated with the RXP® front, adds a distinctive touch. Color options include black and gold with polarized grey lenses, olive with gradient grey lenses, dark blue and dark grey with dark blue mirrored lenses, and grey and brown with brown-gold polarized XTR lenses.

The P'8991 features a squared shape with an RXP® front, a single bridge, and faceted titanium temples, creating an understated appearance. Available colorways are black with green polarized XTR lenses, blue and silver with polarized grey lenses, olive and brown with brown lenses, and grey and blue with blue-black mirrored lenses.

The P'8992 stands out with a squared RXP® front and a double bridge with the upper bridge being crafted from titanium like the temples. Available color combinations include black and dark grey with green polarized XTR lenses, dark blue and silver with gradient grey lenses, brown and gold with brown lenses and dark grey and black with polarized grey lenses.

In the optical range, the P'8785 merges panto and squared shapes into a seamless RXP® front connected to slim titanium temples. It is offered in black and grey, olive and brown, dark grey and grey, and brown and gold variants.

Finally, the unisex P'8786 perfectly embodies the fluid essence of the collection with a fashionable oval design, crafted entirely from titanium and available in black, gold, silver, and dark blue.

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Motion Series: Aerodynamic Minimalism and Optimized Engineering

Staying true to the Porsche Design philosophy that “good design only exists in concert with engineering,” the Motion Series exemplifies functional elegance and lightweight performance. The series embodies a design language of clarity and restraint, where every curve and cut is refined to deliver stability, lightness, and essential elegance.

The stainless-steel front, characterized by sleek, aerodynamic shapes, connects to the highlight element, the air space at the lug, translating the structural essence of the Porsche 911 Turbo rim into a unique and defining design element. Inspired by the spokes of the wheel—visually reduced to the minimum but offering a maximum of stability—this detail creates a smooth, clean transition between the front, lug and RXP® temples, with the hinge seamlessly integrated into the construction.

With this product release, the successful Motion Series expands to include two new sunglasses models and one additional optical frame. The P'8988 features a modern squared double-bridge silhouette with a soft transition from the stainless-steel front to the linear RXP® temples. It is available in black and grey-green with blue-black mirrored lenses, grey and black with brown-gold polarized XTR lenses, silver and black with gradient grey lenses, and blue and black with grey polarized lenses.

The sporty P'8989 offers a bold geometric design with a single bridge, available in black and red with green-silver polarized XTR lenses, grey and dark green with grey polarized lenses, gold and blue with gradient grey lenses and blue and black with blue black mirrored lenses.

The P'8784 optical model showcases a minimalist rectangular shape inspired by aerodynamic design, and comes in black and dark grey, grey and red, blue, and light gold and black combinations.

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Fusion Series: Contrasting Purism and Engineered Elegance

Inspired by the idea that the fusion of contrasts can give rise to something new and unique, the Fusion Series combines different materials, finishes, and colors through a purist aesthetic. This series embraces a refined, minimalist approach, guided by a sense of linearity and balance. The high-performance polyamide RXP® is combined with stainless steel in a layered structure: the stainless-steel front encases an inner RXP® ring, while the temples enhance the interplay of contrasts in both materials and tones. The Porsche Design logo, visible only from above, discreetly enriches the design. With a minimalist construction, the Fusion Series embraces a purist design language and surprises with unconventional pairings, creating eyewear with a unique and sophisticated character.

This new release introduces two new optical frames: the unisex P'8788 with an essential panto shape, available in dark grey and black, grey and blue, gold and brown, and brown and grey; as well as the bold, rectangular P'8789, offered in black and grey, silver and blue, grey and dark green, and brown and dark brown. Both models embody Porsche Design's ongoing pursuit of innovative elegance through fusing opposites.

Reading Tools: Enhancing the Reading Experience with Style and Precision

Born from the belief that minimalist design and advanced technology can elevate the reading experience, the Porsche Design Reading Tools perfectly embody the "less is more" philosophy, featuring a modern yet timeless appearance. The stainless-steel front ensures a wide field of vision, while high-quality anti-reflective lenses guarantee clear and comfortable visual experience. RXP® temples offer a lightweight, ergonomic fit. When folded, the frames are exceptionally flat and compact—ideal for everyday use. Introduced almost 20 years ago as the

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first premium reading tool, the P'8801V model continues its legacy of success with three new colorways inspired by Porsche's palette of car paints: black with grey green, plum with berry, and grey with orange.

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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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