

Exclusive launch event and curated exhibition in Paris honor iconic sports car

Porsche and Arthur Kar Launch Exclusive Capsule Collection to Celebrate the 25th Anniversary of the Carrera GT

- **A creative collaboration between Porsche and Arthur Kar:** To celebrate the 25th anniversary of the Carrera GT, Porsche and Paris-based designer Arthur Kar have teamed up to launch a limited-edition capsule collection.
- **Iconic sports car meets lifestyle fashion:** The collection translates key design elements of the Carrera GT into wearable statements – merging sports car heritage with Arthur Kar's distinctive aesthetic.
- **Exclusive launch event and curated exhibition in Paris:** The collection was launched at an exclusive event in Paris where the Carrera GT debuted 25 years ago. A curated exhibition showcasing the new collection alongside several Carrera GT is open to public until the 27th of September.
- **Unique partners and virtual launch on ZEPETO:** A strictly limited-edition Puma Speedcat Trainer launches in two colors. Toy manufacturer Playmobil has produced a limited art edition of 25 pieces, as well as a one-off XL-Playmobil version of the Carrera GT, which was showcased at the launch event. For the first time, Porsche releases the collection virtually on the popular platform ZEPETO, offering four digital wearables from the collection and three interactive booths.

To mark the 25th anniversary of the Porsche Carrera GT, Porsche and Paris-based creative Arthur Kar have launched a capsule collection that celebrates the legacy of the iconic supercar through fashion and digital culture. The collection was unveiled at an exclusive vernissage-like event in Paris on September 24th. Until September 27th, a special exhibition and pop-up experience are open to the public. A virtual extension will go live on September 26th, when selected

collection pieces will launch on the platform ZEPETO. The launch campaign, curated by Arthur Kar, bridges heritage and innovation on the street, on screen, and beyond.

Stuttgart. Porsche and renowned Paris-based creative Arthur Kar have once again joined forces to celebrate a shared vision of design, heritage and emotion. The capsule collection was launched in Paris with an immersive event and brand experience. A curated exhibition is taking place in the prestigious “Triangle d’Or” district near the Champs-Élysées, showcasing the strictly limited-edition collection alongside iconic Porsche vehicles – with a focus on the Carrera GT, which celebrated its world premiere in Paris 25 years ago. The venue reflects the diamond-shaped architecture of the Porsche plant in Leipzig, the production site of the Carrera GT, and hosted a vernissage-like VIP event directed by Kar himself. The collection is displayed alongside a selection of Porsche sports cars, underscoring the connection between the brand’s legacy and contemporary creative culture.

A Legend Returns to the Spotlight

Unveiled to the world in Paris in 2000, the Porsche Carrera GT quickly became a symbol of engineering excellence and uncompromising design. With its distinctive carbon monocoque chassis, naturally aspirated V10 engine and unmistakable silhouette, the supercar redefined what was technically and aesthetically possible at the time. More than two decades later, its influence continues to resonate across generations, not only as an icon of performance, but as a cultural touchpoint that inspires creativity far beyond the world of automotive engineering. “This project is a very personal one,” says Arthur Kar. “Paris is where it all began for me, my roots, my first job in a Porsche workshop and my deep connection to the Carrera GT. Launching this collection here, where that car was first revealed to the world, means everything to me. It’s a tribute to the emotion behind design, the timelessness of form and the people who live it.”

The 25Y Porsche Carrera GT Anniversary Collection

The third collaboration between Arthur Kar and the sports car manufacturer from Zuffenhausen is inspired by the Porsche Carrera GT, translating the legendary sports

car's design elements into lifestyle products. The results are unique pieces that blend fashion and car culture.

Carrera GT 25th Anniversary – Speedcat Trainer Porsche x PUMA

The Speedcat Trainer comes in two distinctive colourways – black with accents in silver and silver with accents in a black carbon look. Both models are true collector's pieces and feature bold contrast, fine detailing and motorsport heritage accents including the Porsche crest on the heel, striking embroidery of the original Carrera GT lettering, vehicle imagery on the sockliner, the Michelin and Bose logos as well as the iconic PUMA side foamstrip. Each edition is strictly limited to 1,270 pairs – the total number of Carrera GT ever produced – includes additional laces and a custom dust bag and is delivered in an exclusive carbon-look shoe box. While the black edition will be available exclusively at the Paris pop-up and selected Porsche Centers, the silver version will also be offered at the Porsche online store.

Carrera GT 25th Anniversary – Unisex Blouson Jackets

A standout piece from the collection, the blouson jacket with a sporty stand-up collar merges racing inspiration with streetwear appeal. Crafted from premium cotton, it features bold sleeve striping, Porsche Carrera GT embroidery, and design elements from partners like Bose and Michelin. In addition to the classic black version, a limited silver edition is available exclusively at the Paris pop-up store and online.

Carrera GT 25th Anniversary – T-Shirts Unisex

The anniversary T-Shirts from the 25Y Porsche Carrera GT Collection feature four limited-edition unisex designs – two in white and two in black – all crafted from 100 percent soft cotton with a classic crew neck. All four statements pieces showcase bold back prints inspired by the Carrera GT paired with subtle Porsche branding on the front. Comfortable yet impactful, these modern essentials fuse everyday wearability with automotive heritage and pay tribute to engineering excellence through their understated design.

Carrera GT 25th Anniversary – Playmobil Set

For younger fans – or the young at heart – a construction set from the PLAYMOBIL Collectors Cars series celebrates the 25th anniversary of the Porsche Carrera GT in a playful way. The set includes numerous authentic details from the iconic original, an opening roof for extended play, and a figurine dressed in a Porsche crest shirt and Porsche Design belt, conveying genuine enthusiasm for Porsche.

Carrera GT 25th Anniversary – Accessories

Marking 25 years of the Porsche Carrera GT, the Anniversary Collection translates the spirit of this automotive icon into everyday design. A unisex cap with bold embroidery pays homage to its unmistakable presence, while the 1:1 replica Carrera GT vehicle key – limited to 612 pieces – captures its enduring legacy in collectible form. Two finely crafted leather key rings featuring the Porsche Crest – one in GT Silver inspired by the exterior, the other in a carbon-look inspired by the interior – carry the car's distinctive codes into daily life. Each piece reflects the same pursuit of precision, performance and timeless style that made the Carrera GT a legend.

From Paris Debut to Global Availability

Until September 27th, the Paris launch location will be open to the public as a pop-up store, offering early physical access to the collection. One of the limited-edition t-shirts, the Speedcat Trainer in black as well as the Unisex Blouson Jacket in silver are exclusively available at the Paris pop-up, making them even more sought-after. From September 25th, the capsule collection will be available online and shortly after at selected Porsche Centers.

New Dimensions: Porsche enters ZEPETO with Digital Wearables

In addition to the physical collection, Porsche will celebrate its first official launch on the popular platform ZEPETO on September 26th. Four digital wearables, including key pieces from the capsule collection, will be offered as in-app items for avatars. The brand presence will also include three interactive booths, inspired by Paris and Leipzig, allowing users to engage with the brand and share creative content. Porsche is only

the second automotive brand to appear on the platform, marking another step toward digital innovation and cultural integration.

Further information, film and photo material in the Porsche Newsroom: newsroom.porsche.com