

PORSCHE DESIGN

PRESS RELEASE

Porsche Design x Orlando Bloom Collection

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February 2026

When Style and Personality meet Automotive Design and Performance

Stuttgart, Germany. Porsche Design and Orlando Bloom have teamed up to create statement pieces that fuse the acclaimed actor's unique personal style with the automotive-inspired functional design the exclusive lifestyle brand is known for. "It's an honor and a challenge to co-create something that carries and truly lives up to the name 'Porsche.' For me, it's important not just to be the face of the collection, but to stay deeply involved in the ideation process. This creative journey is fun and a privilege, giving me new ways to express myself," says Bloom. The Orlando Bloom x Porsche Design collection comprises of a limited-edition hooded leather jacket and the sunglasses model P'86007 available in three color combinations.

A new perspective on performance – the Iconic Shield Design

The groundbreaking design of the P'86007 is a fresh interpretation of the shield style of the Iconic 911 Targa P'8954 launched in 2025. The Targa Series is a bold tribute to the unmistakable roll bar of the Porsche 911 Targa, transferring the principles of automotive protection into eyewear. It expands the design concept by introducing an innovative front construction protecting the lenses. The design merges heritage with contemporary sportiness, featuring super lightweight titanium frames that ensure maximum comfort and best protection. The titanium front completely encloses the lens shield. The forward extension that characterizes the model is celebrated through striking cut-outs. The P'86007 is available in three different colors: titanium/black with grey lenses, gold/olive green with brown lenses and

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black/palladium with strong blue mirrored lenses. All models come with a special premium packaging including a greeting card with a personal note from Orlando Bloom.

“F. A. Porsche, creator of the legendary Porsche 911 sports car and founder of Porsche Design once said ‘Design is not simply art, it is the elegance of function’. To this day, we follow this philosophy by focusing on functionality, performance, timeless design, and innovative materials,” says Carsten Monnerjan, Head of Design at Porsche Design. “Our sunglasses stand for clean lines, iconic shapes, and uncompromising quality – lightweight, robust, and precision-crafted. A statement of style and functionality, inspired by the Porsche DNA.” The innovative VISION DRIVE™ lens technology used in all Porsche Design sunglasses offers decisive advantages for a safe and relaxed driving experience on road trips – even in the most difficult weather and light conditions. VISION DRIVE™ promises flawless vision thanks to its outstanding quality and excellent imaging properties.

Two sides, one statement – the limited-edition leather jacket

The Porsche Design leather jacket designed by Orlando Bloom is a statement piece that merges style and individuality with suitability for everyday use. The oversize cut reflects Orlando Bloom’s personal style that is characterized by sporty casualness. The hooded reversible jacket is made of water-repellent leather and can be worn inside-out. The trendy oversize silhouette and the black premium leather make the jacket extremely versatile and combinable with different pieces and styles from casual to elegant. “This is more than just a jacket, it’s a statement,” says Orlando Bloom. “It combines design, function, and individuality and is made for those who love design and function.” The jacket features a two-way front zipper and adjustable cord stoppers at hem, sleeve and hood as well as a subtle Porsche Design branding on the left

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sleeve and a co-branding on right sleeve. The ventilation opening with zipper under the sleeve with perforated leather element guarantees maximum wearing comfort.

Reflecting on the collaboration with Porsche Design, Orlando Bloom who is a passionate Porsche fan and collector as well as Brand Ambassador for Porsche Design since 2025, emphasizes the passion and experience of the Porsche Design team: "Working with the Porsche Design team is exciting and inspiring—their passion and meticulous attention to detail constantly impress me. Together, we're creating something new while staying true to the philosophy and legacy of F. A. Porsche. I'm proud of what we're building and how it reflects authenticity and personality without compromise. For me, style is always about that—being real and expressing who you are."

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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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