

Press Release

April 2017

Golden Eyewear By Porsche Design

Munich/Stuttgart. This April, Porsche Design launches three new modern sunglass styles in brilliant gold. These models, from the premium lifestyle brand, combine state-of-the-art materials with contemporary design and extraordinary quality. Designed in collaboration between German eyewear brand Rodenstock and the Studio F. A. Porsche in Austria, the sunglasses convey the DNA of motorsports with their sleek silhouettes.

P'8478 Flash Gold Edition

A world-renowned icon of design, the P'8478 has remained unchanged for nearly 40 years. Not only fashion victims in fashion metropolises and Hollywood stars love the unmistakable style of the spectacles, more than 9 million sold units prove their versatility. A patented flip-mechanism located on the bridge enables quick change of the lenses with the provided alternate pair. The new Flash Gold is just what the assortment has been missing.



P'8631 Zerobase: Minimalism Perfected

With the Zerobase, Porsche Design successfully reinvents a '70s classic, bringing it to the present. The round shape, reflective lenses, and understated design make these perfect for vintage connoisseurs, as well as design enthusiasts. The reflective effect given from the lenses is attributed to the use of completely flat lenses, which easily refract light, while the narrow frame and temples emphasises purist design.



Porsche Design P'8647 Outline: The '80s reinterpreted

Porsche Design presents the Outline: a modern take on the classic Wayfarer style, whose timeless simplicity has made it a basic necessity. The Outline's flowing framework emphasises the classic Carré shaped lenses, effortlessly reinterpreting this '80s favorite.



About Porsche Design

Porsche Design is an exclusive lifestyle brand which evolved from the design studio founded by Professor Ferdinand Alexander Porsche in 1972. His vision was to build a company able to transport the “spirit of Porsche” into new areas of life, taking it beyond the world of the automobile. All Porsche Design products stand for precision and perfection, intelligent functionality, and highly sophisticated design. They also all boast a high level of technological innovation.

Created and designed by Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

For further information, visit the Porsche Design homepage at www.porsche-design.com

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