
Press Information

January 2017

Porsche Design and Rodenstock present new eyewear models at the opti 2017

Porsche Design Eyewear Collection Spring Summer 2017

Stuttgart/Munich. Porsche Design and Rodenstock present twelve new eyewear models at the opti 2017 spectacles trade fair – seven correction frames, four sunglasses and one Reading Tool. With the new Porsche Design spring summer eyewear collection, the premium lifestyle brand continues its high standard of precision and perfection and combines innovative technologies with sophisticated, functional design.

P'8649 – Titanium at its Finest

Presented as timeless and exclusive at the same time, sunglasses model P'8649 is from the successful Flowing Titanium concept with a form that is inspired by the silhouette of the Porsche 911. Thrilling, three-dimensional light-shadow effects as well as dynamic designing give the new sunglasses their particular three-dimensional look. This is achieved in more than 200 highly complex production steps. As a material, titanium ensures maximum lightness, while the greatest flexibility is achieved through the integrated spring hinge. The P'8649 in a cool pilot lens shape is available in four colours.



P'8312 – Reduction to the Essentials

Less is more – that is the design approach of the new P'8312 correction frame from the Purism line. Reduced cross-sections in the sides and frame as well as a minimum use of material allow the correction spectacles to sit on the spectacles wearer's nose almost weightlessly. Wafer-thin spring steel on the front as well as sides made of the high-performance plastic RXP give the unique model the greatest flexibility and best wearing

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comfort. The design is completed by the Panto lens shape: a minimalistic look in its nicest form.



P'8811 – Functionality and Elegance

On the occasion of the 10-year anniversary of the legendary Porsche Design Reading Tool P'8801, Porsche Design expands its eyewear collection by reissuing the successful design classic. The proven lens shape and front of the original spectacles remain unchanged, while the dynamically curved sides of the new model P'8811 made of pure stainless steel guarantee the highest value. That way, this exclusive design piece provides optimum flexibility, lightness and high wearing comfort. High-refractive, antireflection coated lenses ensure optimum vision when reading and working in the near range. The Porsche Design Reading Tool P'8811 is available in four lens strengths (+1.00 / +1.50 / +2.00 and +2.50 dpt.) and can be taken home from the optician's immediately in the right strength. Matt colours, partly with a brush effect, complete the purist and individual design of the Reading Tool and make it into a must-have for demanding spectacles wearers.



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About Porsche Design:

Porsche Design is an exclusive lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast a high level of technological innovation. Created and designed by the 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).

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