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## Press Release

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February 2018

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### Porsche Design presents 1919 Collection

#### **The pure essence of time**

**Stuttgart.** With the market launch of the "1919 collection", which is inspired by the clear lines and the functional aesthetics of the legendary Porsche 911, Porsche Design once again set a benchmark in the field of sporty and elegant timepieces. The collection pays tribute to simplicity and the expressive symbolic power of unique design objects, in particular to the legendary Porsche 911, conceived by Porsche Design's founder Professor Ferdinand Alexander Porsche 54 years ago.

His clear and timeless style, which stands for the combination of design competence, engineering excellence and the technology transfer of intelligent solutions from motorsport, is still shaping the philosophy of the Porsche Design brand. While the "Chronotimer Collection" and the "Monobloc Actuator" introduced this spring are characterised by their state-of-the-art technique and notable sportiness, the "1919 Collection" embodies balanced aesthetics, which results from the consistent focus on functionality.

#### **A chronicle of time**

911 and 1919. Two figures that symbolise pure emotions, because the legendary Porsche 911 and the "1919 Collection" from Porsche Design have much in common. Both represent epitomes of minimalist clarity and exclusive expression of stylistic elegance. Design objects which through their authenticity strike the zeitgeist and persevere trends. Professor Ferdinand Alexander Porsche, who also coined the principle of "Good design should be honest", described the secret for success as follows: "If you analyse the function of an object, its form often becomes obvious." A manifesto for coherent design.

In this spirit of the designer, the "1919 Collection" demonstrates that perpetual form is created by a clear design philosophy and functional contours. A maxim that rings especially true for the models of the "1919 Collection".

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### **Functionality in its purest form**

The authentic design of the "1919 Collection" is entirely dedicated to functionality. Its special characteristics are its deeply expressive dial, the usage of the super-light, yet extremely durable and particularly resistant titanium case as well as the signature apertures at the strap attachment and the transition to the strap. These features not only lend a unique lightweight and comfort to the watch, but also eliminate the disadvantage of classic lugs above a spring bar that comes with other watches due to their conventional design.

The focused structure of the dial puts the essence of a watch – to precisely display the time from any viewing angle – into the centre. In order to fulfil this requirement through the use of a preferably large dial, the case is designed as slim as possible. Clean Arabic numerals and indices with an intense Super-Luminova coating allow for intuitive legibility even under the most difficult lighting conditions. The timepiece is fitted with a scratch-resistant, double-sided and 7-layer anti-reflective sapphire crystal, which prevents interfering reflection.

### **Variety in elegance**

The "1919 Collection" is available in five variations. The "1919 Datetimer" with date window and the "1919 Chronotimer, both offered in the four typical Porsche Design variations in pure titanium or with black titanium carbide coating, with either a titanium or rubber strap, are particularly elegant.

The "1919 Globetimer Series 1" expands the functionality of the "1919 Collection" with an integrated display for a second time zone. A 24-hour ring was added to the dial, featuring an additional hand indicating the time in a second time zone. A feature that is especially appealing to international travellers. The case back is engraved with the 24 global time zones.

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### **Myth Porsche 911**

In fall 2017, the limited special edition “1919 Datetimer One Millionth 911” will complement the collection. The timepiece commemorates the anniversary of the millionth model which took place in May 2017. Thanks to its titanium carbide coating, the 42mm titanium case, which houses a Swiss automatic movement equipped with the exclusive, energy-optimised Porsche Design Icon rotor, is subtly black. With great attention to detail, the sophisticated elegance is reflected: In analogy to the vehicle body in Irish Green, the second hand shimmers in the identical shade of the body paint. The Porsche design crest on the dial revisits the gilded Porsche coat-of-arms from the front of the vehicle. The famous silhouette of a 911 and the lettering "1000000 911" honour the anniversary. The wristband is crafted from the original leather seats. Even the seams are stitched with the identical yarn as in the sports car's interior.

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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](http://www.porsche-design.com)).

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