

PORSCHE DESIGN

PRESS RELEASE

Porsche Design presents new eyewear products for spring 2022

Page 1 of 3

May 2022

Combining functionality and purist design

Stuttgart/Munich. Since 1972, Porsche Design has been continually driven by the constant desire to inspire with new, unique designs and exclusivity. The aspiration for maximum functionality, to reduce down to the essentials and overcome the obvious has been the essence of the brand since its foundation exactly 50 years ago. In line with this philosophy, Porsche Design is combining new levels of perfection and precision, and extending these qualities into two of its exceptional eyewear styles.

The Air Spring Series

Clear, minimalist design meets functional highlights and results in the new prescription frames P'8729 and P'8730, which expands the Air Spring Series already comprised of the P'8930 and P'8931 sunglasses. The technical intricacies of these models are revealed in the details. The side view is dominated by a clear minimalist design, while the real extent of the engineering brilliance can be seen when looking "behind the scenes.". Thanks to an innovative flexible zone, the frames in this series are extremely light, comfortable to wear and fit perfectly. The Flex Zone not only provides a high-quality functional element, it also makes a clear design statement. By using beta titanium, Porsche Design is specifically focusing on the highest quality and stability.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design presents new eyewear products for spring 2022

Page 2 of 3

May 2022

The Metal Trim series

The origins of Porsche Design – passion, performance and motorsport – are clearly visible in the new P'8933 sunglasses, part of the Metal Trim series. The inspiration for this concept comes from a significant design element of the Porsche 356 A Speedster. The trim strip that extends over the entire length of the sports car from Zuffenhausen is reflected in the temple design of the frames. High-quality materials such as stainless steel and high-performance plastic RXP® provide the perfect combination for the linear, purist design of this successful series. The metal core in the temple ensures the best possible fit and, stays true to the heritage and philosophy of the brand to always optimize function and strive to find the best solution.

The new products in the Porsche Design Eyewear collection have been available since April 2022 in selected retail outlets and online at porsche-design.com. The prescription frames in the Air Spring series are available at an RRP of EUR 430 and the sunglasses in the Metal Trim series have an RRP of between EUR 310 and EUR 370 depending on the glazing.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design presents new eyewear products for spring 2022

Page 3 of 3

May 2022

About Porsche Design

In 1963, Professor Ferdinand Alexander Porsche created one of the most significant design objects in history with the 911. With his vision to carry the principles and Porsche legend beyond the automotive industry, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language continue to exist today in all Porsche Design products. Every Porsche Design product represents exceptional precision and perfection at a high technological innovation level and a unique symbiosis of intelligent functions and a purist design. Designed by the F. A. Porsche studio in Zell am See in Austria. Available worldwide in Porsche Design Stores, in exclusive warehouses, in retail outlets and online at www.porsche-design.com.

Follow us on:

Facebook: www.facebook.com/PorscheDesign

Instagram: www.instagram.com/PorscheDesign

Press Contact:

Porsche Lifestyle Group

Daniel Rätz

PR Manager

Mobile: +49 (0) 1520 911 4534

Email: daniel.raetz@porsche-design.de

Rodenstock GmbH

Sandra Wenz-Kaytan

PR Manager

Tel.: +49 (0) 89 7202-684

Email: sandra.wenz-kaytan@rodenstock.com