

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Eyewear by Patrick Dempsey

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January 2023

Actor and Motorsport Enthusiast Patrick Dempsey and Porsche Design Jointly Design Eyewear Edition

Stuttgart, Germany. Porsche Design is launching into 2023 at full throttle, taking its collaboration with Patrick Dempsey to the next level. As Brand Ambassador, the actor has already been the face of Porsche Design Eyewear since 2021, and now the passionate racing driver is launching a jointly designed edition of sunglasses and prescription frames in cooperation with the exclusive design brand. Besides the initials "PD", both share deep roots in motorsport and a common passion for precision and perfection. The exclusive and limited edition also embodies their shared values. "Porsche has always held a special place in my life. Whether as a racing driver or co-owner of a racing team, the brand exudes a special passion and performance for me that I have always felt connected to. This is precisely why I value Porsche Design as a brand for the highest quality and functionality. Now to be actively involved in the design and creation process of an eyewear edition that bears my name makes me very happy and honored. The exchange with the design experts was very exciting and inspiring," says Patrick Dempsey.

Inspired by the Racetrack. Designed with Passion.

Flashback: Los Angeles in April 2022. Patrick Dempsey and the creative design team from Porsche Design are bent over design sketches, strongly focused, until deep into the evening. A wide variety of color and material samples lie on the table. They are constantly being

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reassembled, compared, and discussed. The search is not just for a new design, but for the best solution that combines aesthetics and functionality and meets the high standards of everyone involved.

In January 2023, Porsche Design and Patrick Dempsey unveil the result of this intensive development process and present the Porsche Design Eyewear by Patrick Dempsey Edition. The result is the P'8965 sunglasses in a black-grey-blue as well as a black-grey color combination and the P'8754 prescription frame in gray-black or gold-black. The edition embodies refined and timeless understatement for everyday use, yet makes an unmistakable fashion statement – whether at the racetrack, on the red carpet or in everyday life. At the heart of the edition is the use of an exceptionally high-quality material that embodies pure racing DNA: Carbon. "I have long been fascinated by the carbon fiber components in my Porsche 991 Carrera. They are lightweight, robust, and absolutely reliable," explains Dempsey. The strength and durability of the corrosion-resistant material also make it ideal for manufacturing eyewear. "During a race, driver and car are exposed to enormous forces. Even in the toughest conditions, the driver must be able to rely 100 percent on his material at all times, so I didn't want to compromise on the quality of the eyewear edition either," the motorsport enthusiast tells us. As the Carbon Fiber Face Lift, the newly developed, dynamic eyewear temple is made of carbon fibers, stainless steel and rubber, giving it lightness, aesthetics and an optimal fit. The narrow, sporty temple shape also forms an exciting contrast to the striking front, which is characterized by a double bridge that gives it volume.

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Perfect Vision on and off the Road

The aspiration to develop an edition for the highest performance is also reflected in the glazing of the sunglasses with VISION DRIVE™ Polarized lenses or VISION DRIVE™ Polarized XTR lenses, which Patrick Dempsey and the Porsche Design team deliberately opted for. With maximum reduction of reflections and glare on wet and slippery surfaces, the lenses offer the best possible vision for dynamic driving as well as for everyday use. The high-end VISION DRIVE™ Polarized XTR lenses also feature an innovative combination of polarization and integrated contour and contrast perception, which offer decisive optical advantages, especially in low sun in the morning and evening hours.

The models, limited to 1,500 per color variant, are available immediately at www.porsche-design.com and from selected retailers. Depending on the lens, the sunglasses are priced at an RRP of 380 to 400 euros, while the prescription glasses are priced at an RRP of 420 euros.

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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 (www.porsche-design.com).

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