

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Eyewear presents the Iconic Machined

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June 2023

Experimental Design Rethought

Stuttgart / Munich. In the Iconic Series, the lifestyle brand Porsche Design unlocks its full potential and creates unique and distinctive eyewear products in primarily limited editions. The designers of Studio F. A. Porsche challenge the status quo and push the boundaries of what is possible. Driven by the urge to combine intelligent functionality with an extraordinary design language, they focus on innovative manufacturing processes with technical sophistication, unique materials, and inspiration from automotive engineering. Because the Iconic Series takes perfection and precision to the next level.

The Iconic Machined

With the Iconic Machined (P'8951), Porsche Design offers a glimpse into the future and presents a strictly limited-edition masterpiece that perfectly combines a futuristic design with innovative technology. The central characteristic of these extraordinary sunglasses is the unique manufacturing method: like a sculpture, the Iconic Machined is milled from a single, solid aluminum block with the highest precision. The distinctive design features angular shapes and straight lines that give the glasses a technical and bold look. The bright aluminum and sharp edges create an impressive interplay of light and shade, which is enhanced by the slightly mirrored grey shield front of the lens.

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Based on another design and technology icon, the Porsche 911, the Iconic Machined is strictly limited to 911 pieces and will be available at Porsche Design stores, specialist eyewear retailers and online at porsche-design.com at a RRP of 895 euros from mid-June 2023.

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About Porsche Design

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most important design objects in contemporary history. 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 studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design Stores, exclusive department stores, specialist retailers and online at www.porsche-design.com.

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