

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Fourth Fragrance for Women Porsche Design Woman Ruby

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August 2023

Elegance Meets Coolness

Stuttgart/Munich. She is powerful and independent. Loves challenges but has nothing to prove to anyone. She makes the most of life in all its facets. She's open and sensitive, sometimes cheeky, but always with a twinkle in her eye. That's the woman whose personality is expressed in Porsche Design Woman Ruby. A fragrance that embodies power and emotion. Modern, yet timeless. Cool and sensual at the same time.

The Success Story Has a Fourth Chapter

Porsche Design Woman Ruby is the fourth women's fragrance from the exclusive Porsche Design lifestyle brand. After a series of successful men's fragrances, Porsche Design Woman was launched in 2019 – and with it, a new success story began. This first creation with radiant white floral notes was followed-up in 2020 by the intensely sensual Porsche Design Woman Black. In the same year, Porsche Design Woman Satin made its appearance – a floral yet minimalist rose-based scent. In 2023, Porsche Design presents a new landmark with Woman Ruby: the result of advanced perfumery, which has created a fragrance that embraces sustainability and is based on recent neuroscientific discoveries.

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The Fragrance

Maïa Lernout was inspired by the vision of a powerful, independent woman who finishes a long and successful day then enjoys a cool drink after hours as the sun goes down. "In this scent, I wanted to capture the softness of an early evening colored by the pastel-tinted light of the setting sun." She has translated this image with top notes of sunny bergamot and mandarin shades, underscored by an elegant and fresh floral fragrance of peony. This progresses to a powdery-floral heart note featuring orange blossom and immortelle, which floats on a tone of sensual musk. Sandalwood builds the base of the scent. "It gives a warm, grounded aspect which is rendered coquettish and playful thanks to notes of vanilla and almond," the creator explains.

A huge amount of thought has gone into the selection of ingredients for Porsche Design Woman Ruby – they are produced organically, sustainably or by means of upcycling processes. What's more, for the first time the newest neuroscientific discoveries are being incorporated into fragrance design. This extraordinary creation stimulates the senses and heralds the advent of a new era of emotionality in fragrance. A scent that is as alluring as it is fascinating and – as you would expect from Porsche Design DNA – innovative and contemporary.

The Fragrance Profile

Top Note: Bergamot Oil, Mandarin Oil, Peony

Heart Note: Immortelle Abs, Almond Bitter Oil, Orange Flower

Base Note: Vanilla, Musk, Sandal Wood

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The Flacon

Porsche Design women's fragrances are presented in a sleekly designed bottle. The elliptical shape is iconic and conceals a surprising feature which is both unique and practical: on the bottom there is a mirror which can be used to for checking makeup with a quick glance while you refresh your scent – the same gesture is familiar from checking rear-view mirrors. The shape is reminiscent of the side mirrors of the legendary Porsche 911 – this is no accident, but rather a smart design solution by Porsche Design, and one which brings together elegance and functionality. The scent experience is expressed in the color of the bottle: Porsche Design Woman Ruby shines in an extravagant ruby tone, which for the first time references an original Porsche color. In another first, this bottle is adorned with a graphical signature – a stylised peony which depicts part of the scent signature.

The Assortment

Eau de Parfum	30 ml
Eau de Parfum	100 ml

Porsche Design Woman Ruby will be available as of September 2023 at all Porsche Design Stores and online at porsche-design.com as well at as selected perfume shops and selected Douglas Stores.

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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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About E.A. Cosmetics Distributions GmbH

E.A. Cosmetics Distributions GmbH is specialized in the development, marketing, production and global distribution of exclusive fragrances. The present brand portfolio offers a broad range of classics as well as actual designers and lifestyle brands. It is owner of the Aigner Cosmetics trademark rights and licensee of GANT Fragrances and Porsche Design Fragrances. Furthermore EACD is responsible for the distribution of Ariana Grande, Cerruti, Fable & Mane, Farmacy, Guy Laroche, Jean-Louis Scherer, Jennifer Lopez, MCM, Oscar de la Renta as well as Paloma Picasso and Playboy in Germany, Austria and Switzerland.

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