

## PRESS RELEASE

### Porsche Design Presents New Studio Collection

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#### Technological Finesse for Urban Nomads

**Stuttgart.** With the Studio Collection, Porsche Design presents a new luggage series that is characterized by using high-quality engineered materials embodying a unique modern style. Made of coated polyurethane air mesh, the bags are manufactured with great craftsmanship. A unique characteristic of this collection is the aesthetically appealing honeycomb structure. The mix of materials and the rubberized leather trim give the collection a cool, urban look. The rubber coating on the polyurethane fabric ensures that the exterior is scratch-resistant and weatherproof at the same time.

#### Focus on Functionality

Premium design details and smart product features define the Studio Collection. The large-dimensioned zipper made of cast metal comes into its own, as does the distinctive rubber handle on the Backpack M, Backpack S, and Tote Bag. The Porsche Design logo, discreetly placed on the front of each bag, underlines the casual elegance of the new Porsche Design Studio Collection.

#### Suitable for Business and Travel

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All bags feature functional compartments to easily pack and store business or travel items. A padded section in the backpacks and the tote bag will protect a laptop or a tablet when on the move. A mini bag included with each model can either be used independently or attached to the luggage with a carabiner. For convenient travel, all backpack styles feature a trolley link in the back that can easily be attached to any telescopic suitcase handle.

#### Easy Care, Great Effect

Products of the Studio Collection are not only crafted with high-quality workmanship but are easy to care for as well. Surfaces can be cleaned effortlessly using a soft, damp cloth. A small amount of neutral wax or leather cleaner will be helpful in removing grease marks or stains. Apply on a soft cloth and rub gently on the affected area, then polish off with a dry cloth.

The Studio Collection will be available February 2024 at [porsche-design.com](https://porsche-design.com) and [brics.it](https://brics.it) as well as at Porsche Design retail stores worldwide and BRIC'S stores in Düsseldorf, Munich and worldwide.

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#### **Technical Data**

**Backpack M:** Backpack measuring 30 x 40 x 18 cm, with padded laptop compartment for a 15-inch laptop. Available for €525 (RRP).

**Backpack S:** Backpack measuring 30 x 40 x 12 cm, with padded laptop compartment for a 15-inch laptop. Available for €465 (RRP).

**Backpack XS:** Backpack measuring 26 x 38 x 4 cm, with padded laptop compartment for a 13-inch laptop. Available for €299 (RRP).

**Tote Bag:** Bag measuring 37 x 40 x 10 cm, with padded laptop compartment for a 15-inch laptop. Available for €455 (RRP).

**Belt Bag:** Belt bag measuring 26 x 15 x 9 cm, with length-adjustable shoulder strap. Available for €219 (RRP).

**Shoulder Bag XS:** Shoulder Bag measuring 20 x 26 x 5,5 cm, with length-adjustable shoulder strap. Available for €259 (RRP).

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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 ([porsche-design.com](https://porsche-design.com)).

#### For regular updates on Porsche Lifestyle, please follow:

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#### About BRIC'S

BRIC'S is an Italian luxury luggage brand known worldwide for its exceptionally designed luggage and bags. These include trolley cases, duffel bags, handbags, briefcases, and other leather and nylon goods. For 70 years, BRIC'S has been making history, celebrating its deep Italian roots and passionately dedicated to fine craftsmanship and manufacturing as well as great attention to details – all of which have been hallmarks of the brand from the outset. BRIC'S collections have always been characterized by a constant evolution, uniting research, heritage, innovation, tradition, functionality, and elegance with craftsmanship, advanced technology, and the interpretation of new trends. This creates a perfect union between form, function, and design. Today BRIC'S reflects the timeless elegance of its origin, Lake Como, which blends harmoniously with the urban and cosmopolitan style of Milan – the city where the main flagship store is located in Galleria Vittorio Emanuele. More information at [brics.it](https://brics.it).

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