

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Launches Unique Watch Configurator in New Markets

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May 2025

Porsche Design Brings the “Sports Car for the Wrist” to Japan and Poland

Stuttgart. Porsche Design continues the success story of its custom-built Timepieces and expands its revolutionary watch configurator to two new markets. From now on, Porsche enthusiasts and watch aficionados in Japan and Poland can design and order their personal “sports car for the wrist”, marking the next milestone in the global expansion strategy of Porsche Design’s one-of-a-kind concept. With this launch, the brand responds to the growing demand for customized timepieces infused with true sports car DNA. The groundbreaking custom-built Timepieces program transfers the Porsche vehicle configurator to the world of luxury watches—unlocking countless possibilities for creating bespoke timepieces inspired by the legendary 911.

Tailored Excellence and Global Expansion

The country-specific versions of the configurator for Japan and Poland now offer a personalized brand experience in the respective local language and currency. Japan has long been a key market for Porsche, renowned for its deep appreciation of German engineering excellence and a clear, functional design philosophy. The official Porsche Club Japan has existed for nearly 40 years. Moreover, Japan boasts a rich tradition in mechanical watchmaking and is home to several prestigious watch brands. The launch of the custom-built Timepieces program addresses a passionate community of Porsche fans and discerning watch collectors in Japan—connoisseurs who value precision, craftsmanship, and exclusivity. By introducing a localized

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configurator, Porsche Design strengthens its presence in one of the world's most important markets for high-end timepieces.

Poland, by contrast, represents a young, highly dynamic market with significant potential for both Porsche and the luxury watch segment. With strong economic growth and a rising interest in premium lifestyle products, the demand for exclusive mechanical wristwatches is on a continuous upward trajectory. As one of the most populous countries in Europe, with an expanding, internationally minded, and style-conscious middle and upper class, Poland represents a strategically important expansion market for Porsche Design.

The launch of the watch configurator in Japan and Poland marks the next step in Porsche Design's global growth strategy. Originally introduced in 2020 in Germany, Switzerland, the UK, and the US, the custom-built Timepieces program has since expanded steadily: to Austria and France in 2022, and to Canada, Spain, and Portugal in 2024. Additional markets are planned in the coming years. Gerhard Novak, **Director Business Unit Timepieces**, emphasizes: "With the custom-built Timepieces configurator, we've realized a revolutionary concept that allows our customers to create a bespoke luxury watch perfectly matched to their Porsche 911—or designed entirely according to their own vision. By launching our 'sports car for the wrist' in Japan and Poland, we're making this unique offering available in two more key markets and responding to the growing demand for high-end, personalized timepieces infused with Porsche DNA."

Kommentiert [DR1]: Auf Englisch hat er jetzt einen neuen Titel bekommen.

As Individual as the Own 911

Every custom-built Timepiece can be tailored down to the finest detail—either to match a customer's Porsche 911 or to reflect their unique creative vision. One of the program's standout

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features is its seamless customer journey: clients can transition directly from the car configurator to the watch configurator, with selected vehicle specifications automatically carried over and translated into the design of their timepiece. From the case and bezel to the colored dial ring, strap, rotor, and engraving—almost every component offers virtually endless options for personalization. The lightweight titanium case is available in two finishes: glass bead-blasted or black-coated, ensuring both durability and exceptional wearing comfort. In true Porsche Design style, the dial remains matte black, while the color ring around the dial can be configured in 148 original Porsche colors—including all standard 911 finishes as well as custom “Paint to Sample” shades like historic and iconic Gulfblue and Rubystar. Leather straps made from original Porsche interior leather—stitched with the same yarn used in the vehicle—emphasize the direct connection to the sports car. All interior color options available for the 911 can also be selected for the strap. Additionally, titanium bracelets matching the case finish are available. A further highlight: the custom rotor, designed as a faithful miniature replica of the 911’s lightweight alloy wheel—complete with color options and authentic details such as the center-lock or wheel hub cap featuring the Porsche crest. Alongside the chronograph caliber WERK 01.100, the program has also offered the WERK 04.110 with Globetimer function since last year. This innovative world time complication enables the display of a second time zone and offers the intuitive usability Porsche Design is known for. All Porsche Design movements are COSC-certified, guaranteeing outstanding precision. A customized laser engraving on the case back—such as the Vehicle Identification Number (VIN)—adds a final, personal touch. Every timepiece is handcrafted exclusively to order at Porsche’s watch manufactory in Solothurn, Switzerland.

The Porsche Design Timepieces Configurator is available in Japan and Poland starting May 26th. Customers can create their custom timepiece either online at [www.porsche-](https://www.porsche-design.com)

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design.com/custom-built-timepieces) or in-person at participating Porsche Centres worldwide as part of a bespoke vehicle consultation.

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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).

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YouTube: [youtube.com/@porschedesign](https://www.youtube.com/@porschedesign)

Press contact:

Porsche Lifestyle Group

Angélique Kreichgauer

Head of Public Relations & Social Media

Mobile: +49 152 3 911 6242

Email: angelique.kreichgauer@porsche-design.de

Daniel Rätz

Manager PR

Mobile: +49 152 0 911 4534

Email: daniel.raetz@porsche-design.de

PLX | PORSCHE LIFESTYLE GMBH & CO. KG

Press Department | Grönerstrasse 5, 71636 Ludwigsburg, Germany

Tel +49 (0) 711 911 129 43 | presse.porsche-design@porsche.de | [porsche-design.com](https://www.porsche-design.com)