

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents The Iconic Targa P'8954

Page 1 of 3

July 2025

The Iconic Targa – When Heritage Drives Innovation in Eyewear

Stuttgart/Munich. Porsche Design announces the launch of the new Iconic Targa P'8954 model, an aviator-style design inspired by the legendary Porsche 911 Targa. With this release, Porsche Design continues its journey of pushing the boundaries of design and functionality by combining Porsche's unique automotive heritage with cutting-edge technology. Drawing inspiration from the sports car's distinctive roll bar, the new P'8954 translates this iconic element into a sophisticated concept. The titanium frame of the Iconic Targa mirrors the Targa roll bar's safety feature, offering durability, resilience, and a bold aesthetic while maintaining a lightweight profile.

The Targa bar carries a rich history. Having been first introduced in 1965 as a smart and innovative response to the anticipation of convertibles getting banned in the United States due to concerns by the Department of Transportation regarding rollover safety. This essentially created a new car body type, setting a new standard in automotive engineering and design. The 911 Targa features the full-width roll bar behind the front seats, a removable roof panel and a fixed rear window, offering an open-air driving experience while improving safety in the case the car overturns. Despite its specific feature, the flyline and overall appearance of the 911 Targa remain true to the classic 911 aesthetic. This philosophy is reflected by the Iconic Targa eyewear, whose design stays faithful to the "*form follows function*" principles that define the lifestyle brand Porsche Design.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents The Iconic Targa P'8954

Page 2 of 3

July 2025

Every detail of the Iconic Targa P'8954 model is thoughtfully designed. The frame is crafted from 100 % Japanese titanium, its durable yet lightweight construction is accentuated by technical cut-outs that lend visual lightness and reinforce a modern, minimalist aesthetic. An avant-garde grey shield lens is seamlessly integrated into the front via striking hexagonal screws—an unmistakable homage to the Tenax fasteners of the 911 Targa's rear-window cover. The matte-finished titanium offers a refined look, while the lightweight frame ensures exceptional comfort. Rooted in Porsche's legacy, the Iconic Targa redefines eyewear design by incorporating advanced materials and sophisticated construction techniques to set a new standard in performance and appearance. With its striking Targa-inspired aesthetics and refined engineering, it is a bold expression of innovation and contemporary sportiness with a rich automotive heritage.

The Iconic Targa P'8954 is presented in a high-quality gift box—designed not only to protect but also to showcase the frame—accompanied by a Pepita-patterned cleaning cloth and a bespoke greeting card detailing the design inspiration. The P'8954 is limited to only 911 pieces worldwide and available from July 1st at shop.porsche.com and Porsche Design stores as well as selected opticians.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents The Iconic Targa P'8954

Page 3 of 3

July 2025

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 (shop.porsche.com).

For regular updates on Porsche Lifestyle, please follow:

Instagram: [instagram.com/porschedesign](https://www.instagram.com/porschedesign)

Facebook: [facebook.com/porschedesign](https://www.facebook.com/porschedesign)

LinkedIn: [linkedin.com/company/porschelifestylegroup](https://www.linkedin.com/company/porschelifestylegroup)

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

De Rigo Vision S.p.A

Marco Martin

PR & Corporate Communication

Email: press@derigo.com

Daniel Rätz

Manager PR

Mobile: +49 152 0 911 4534

Email: daniel.raetz@porsche-design.de