

# PORSCHE DESIGN

## TOWER BANGKOK

### PRESS RELEASE

#### Opening of Porsche Design Tower Bangkok Show Suite

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November 2025

#### **Experience the Ultimate Preview: the Porsche Design Tower Bangkok Show Suite**

**Stuttgart/Bangkok.** Porsche Design Tower Bangkok, Asia's first ultra-luxury residence with automotive-DNA, proudly announces the official opening of its exclusive Show Suite. This experience is tailor-made for those appreciating unparalleled design, exclusivity and innovation. A landmark collaboration between the exclusive lifestyle brand Porsche Design and the prominent Thai real estate developer Ananda Development, it redefines one-of-a-kind urban living, blending automotive design expertise with uncompromising functionality.

The Show Suite is more than a conventional show unit; it's an invitation to experience a meticulously crafted simulation of life within the Porsche Design Tower Bangkok, the future architectural masterpiece located on Sukhumvit 38 in the vibrant Thonglor area of Thailand's capital city. This journey into ultra-luxury is an exclusive offering for those whose refined taste seeks an experience beyond the conventional. Available exclusively by private appointment, this bespoke encounter unfolds as curated discoveries, allowing prospective owners to feel, imagine, and connect with the unique Porsche Design living vision. Each step reveals the project's essence, from its strategic urban placement to the innovative integration of personal passions within a private sanctuary.

The tour culminates in a glimpse of a multi-level residence, accessed via a private lift directly into the villa. This expansive living environment exemplifies engineered elegance. Within, one discovers thoughtfully designed spaces for entertaining, privacy, a sophisticated culinary zone, wellness areas, and a private swimming pool. A unique technological marvel allows guests to experience future views, dynamically adapting to time and perspective, offering a personalized preview.

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For the management of Porsche Design and Ananda Development, the opening of the Show Suite marks a pivotal moment in redefining ultra-luxury living in Bangkok. Within this exclusive experience, discerning individuals can grasp the vision behind bringing the first Porsche Design Tower to Asia – a testament to Thailand's emergence as a global luxury hub and a commitment to delivering architectural masterpieces that transcend expectations.

For Porsche Design, the Show Suite – much like the Porsche Design Tower Bangkok – sets new standards, and offers an unparalleled experience. Standing as the ultimate physical manifestation of the brand's design principles, the Show Suite was meticulously crafted to offer an immersive journey where every detail, material choice, and design element comes to life to represent the authentic Porsche lifestyle.

With only 22 units, Porsche Design Tower Bangkok offers an unparalleled opportunity to own architectural history. Each residence embodies Professor F. A. Porsche's philosophy of 'optimizing the function while reducing the form to the essentials,' creating a timeless and visionary living space.

The Show Suite is available for private viewing by appointment. To arrange your exclusive visit, please contact [sales@pdtowerbangkok.com](mailto:sales@pdtowerbangkok.com) or visit [pdtowerbangkok.com](https://pdtowerbangkok.com).

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**About Porsche Design Tower Bangkok:**

The Porsche Design Tower Bangkok sets a new standard for ultra luxury living with its limited offering of just 22 exclusive residences. Located on Sukhumvit 38, one of Bangkok's most prestigious addresses, this groundbreaking project is the first of its kind in Asia and the third globally, following Miami and Stuttgart. Designed for ultra-high-net-worth individuals seeking unparalleled exclusivity, the tower offers residents the perfect blend of serene living in the coveted Thonglor neighborhood, with easy access to the city's most vibrant attractions and amenities. Among its standout features are the customizable "Passion Spaces"—private, in-unit garages that allow residents to showcase their prized car collections, creating a truly unique living experience.

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](mailto:angelique.kreichgauer@porsche-design.de)

**Burson on behalf of Ananda Development**

Chamathong Vejchayanon

Account Manager

Mobile: +66 61-924-2265

Email: [CVejchayanon@bursonglobal.com](mailto:CVejchayanon@bursonglobal.com)