

PORSCHE DESIGN

PRESS RELEASE

Porsche Design and Orlando Bloom Unveil Co-Designed Capsule Collection

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When Style and Personality meet Automotive Design and Performance

Stuttgart, Germany. Porsche Design and brand ambassador Orlando Bloom have teamed up to create a collection of statement pieces that fuse the actor's unique personal style with the automotive-inspired functional design the exclusive lifestyle brand is known for. The co-designed collection features a limited-edition hooded leather jacket and the sunglasses model P'86007, available in three different colorways.

"It's an honor and a challenge to co-create something that carries and truly lives up to the name 'Porsche.' For me, it's important not just to be the face of the collection, but to stay deeply involved in the ideation process. This creative journey is fun and a privilege, giving me new ways to express myself," says Bloom.

A new perspective on performance – the Iconic Shield Design

The groundbreaking design of the new P'86007 is a fresh interpretation of the shield style Iconic 911 Targa P'8954 shades that were launched in 2025. The Targa Series is a bold tribute to the unmistakable roll bar of the Porsche 911 Targa, transferring the principles of automotive protection into eyewear. It expands the design concept by introducing an innovative front construction protecting the lenses. The design merges heritage with contemporary sportiness,

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featuring lightweight titanium frames that ensure maximum comfort and best protection. The titanium front completely encloses the lens shield and the forward extension that characterizes the model is celebrated through striking cut-outs. The P'86007 is available in three different colors: titanium/black with grey lenses, gold/olive green with brown lenses, and black/palladium with strong blue mirrored lenses. All models come with a special premium packaging including a greeting card with a personal note from Orlando Bloom.

"F. A. Porsche, creator of the legendary Porsche 911 sports car and founder of Porsche Design once said 'Design is not simply art, it is the elegance of function.' To this day, we follow this philosophy by focusing on functionality, performance, timeless design, and innovative materials," says Carsten Monnerjan, Head of Design at Porsche Design. "Our sunglasses stand for clean lines, iconic shapes, and uncompromising quality – lightweight, robust, and precision-crafted. A statement of style and functionality, inspired by Porsche DNA."

The innovative VISION DRIVE™ lens technology used in Porsche Design sunglasses offers decisive advantages for a safe and relaxed driving experience on road trips – even in the most difficult weather and light conditions. VISION DRIVE™ promises flawless vision thanks to its outstanding quality and excellent imaging properties.

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Two sides, one statement – the limited-edition leather jacket

The Porsche Design leather jacket designed by Orlando Bloom is a statement piece that merges style and individuality with suitability for everyday use. Made with black premium water-repellent leather and with a reversible option, the oversized silhouette reflects Orlando Bloom's personal sporty casual style. The fashionable cut and the black leather make the jacket extremely versatile and combinable with different pieces and styles. "This is more than just a jacket, it's a statement," says Orlando Bloom. "It combines design, function, and individuality and is made for those who love design and function." The jacket features a two-way front zipper and adjustable cord stoppers at the hem, sleeves and hood as well as a subtle Porsche Design branding on the left sleeve and Orlando Bloom co-branding on the right sleeve. The ventilation opening features a zipper under the sleeves, made with perforated leather that guarantees maximum comfort.

Reflecting on the collaboration with Porsche Design, Orlando Bloom, who is a passionate Porsche fan and collector, and has been a brand ambassador for Porsche Design since 2025, emphasizes the passion and experience of the Porsche Design team: "Working with the Porsche Design team is exciting and inspiring—their passion and meticulous attention to detail constantly impress me. Together, we're creating something new while staying true to the philosophy and legacy of F. A. Porsche. I'm proud of what we're building and how it reflects authenticity and personality without compromise. For me, style is always about that—being real and expressing who you are."

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The collection will be available for purchase at porsche.com and select Porsche Design stores from February 25th. Additionally, the eyewear will be available at selected specialist retailers. The eyewear will retail for 495 Euro and the leather jacket will retail for 1.999 Euro.

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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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