

PORSCHE DESIGN

PRESS RELEASE

Porsche Design unveils the new Iconic Tension model

Page 1 of 3

May 2026

Precision in Balance: Porsche Design Unveils the Iconic Tension

Stuttgart/Munich. Porsche Design continues its legacy of transforming engineering intelligence into pure visual expression. Guided by the philosophy of Professor Ferdinand Alexander Porsche, the brand unveils its latest masterpiece: the P'8953 Iconic Tension, a limited-edition eyewear innovation that merges structural purity, avant garde minimalism, and ultra precise engineering. Set to debut in May 2026, this model exemplifies the brand's enduring mission—to create objects that unite form and function with uncompromising clarity.

A New Expression of Structural Balance

The Iconic Tension explores the dynamic interplay between tension, stability, and precision. This exclusive model takes inspiration from architectural structures where force and balance coexist, translating these principles into a visionary eyewear concept. Made entirely of ultra-light titanium, the design celebrates the beauty of exposed engineering: a single precision wire intersects with the titanium front, creating a suspension like construction that embodies the essence of Porsche Design: purity, performance, and perfection in every detail.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design unveils the new Iconic Tension model

Page 2 of 3

May 2026

Design Language: Minimalism Engineered to Perform

The P'8953 Iconic Tension speaks through clean lines, technical sharpness, and a sculptural design language that reflects Porsche Design's future-forward approach. The design of the Iconic Tension is characterized by a remarkably clean and technically sophisticated construction in which every element serves a precise purpose. The titanium front and temples ensure exceptional lightness and durability, forming the structural backbone of the frame. The precisely cut lens shape is accentuated by a suspended wire element that defines the model's architectural identity, giving it both tension and refinement. Grey Vision Drive® lenses further enhance the model's performance, offering superior optical clarity while reinforcing its functional sophistication. Completing the silhouette, the ultra-reduced black temple tips contribute to a seamless, aerodynamic line that highlights the purity and continuity of the overall design.

The Iconic Tension P'8953 is presented in a high quality gift box, accompanied by a cleaning cloth and a greeting card detailing the design inspiration. The P'8953 is limited to only 911 pieces worldwide and available from May 1st at porsche.com and Porsche Design stores as well as selected opticians.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design unveils the new Iconic Tension model

Page 3 of 3

May 2026

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).

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 Mgr.

Email: press@derigo.com

Daniel Rätz

Manager PR

Mobile: +49 152 0 911 4534

Email: daniel.raetz@porsche-design.de