

## Press Information

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June 2018

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Exclusive “40Y” Special Edition of the P’8478

### **Porsche Design Eyewear Celebrates 40-Year Anniversary**

**“If you analyse the function of an object, its form often becomes obvious.”** Professor Ferdinand Alexander Porsche, founder of Porsche Design, followed this philosophy not only for the design of the Porsche 911, but also for the design of the first spectacles 40 years ago. This design philosophy can still be felt today in every product from Porsche Design. In 1978, Porsche Design created a true style icon with the world’s first sunglasses with replaceable lenses, the P’8478 – the exclusive spectacles. For the 40-year anniversary, the exclusive lifestyle brand is presenting the legendary P’8478 in a limited special edition “40Y”. The sunglasses are captivating with a matt-black titanium frame as well as golden highlights on the emblematic elements of the spectacles, the nose bridge and lens holders. The special edition appears in an exclusive package with a specially created travel box, four additional interchangeable lenses as well as a high-quality case.

### **Limited Special Edition “40Y” of the P’8478**

For 40 years, the sunglasses and correction spectacles have combined the trendsetting materials and functional design of Porsche Design in extraordinary quality. Designed in close cooperation between the Studio F. A. Porsche in Zell am See/Austria and Rodenstock, the sunglasses bear the DNA of the brand.

The P’8478 replaceable lens sunglasses stand for absolute style consciousness, elegant design coupled with well thought-out functionality. It is a design icon, so unique that it is recognised worldwide. The P’8478 with its unmistakable lens shape, characteristic nose bridge and its revolutionary lens changing mechanism is one of the few spectacles that have remained unchanged for 40 years. The P’8478 was adapted to the technical level of the 21st century only through the use of ultralight titanium.

## Press Information

---

April 2018

---

More than 9 million sold units prove their wearability.

On the occasion of the 40th anniversary of Porsche Design Eyewear, the first sunglasses model of the exclusive lifestyle brand appears in a limited special edition. With a matt, black frame made of ultralight titanium, grey gradient lenses and a gold-coloured nose bridge, the pilot spectacles become a true collector's piece. The special edition is supplemented with four pairs of interchangeable lenses in the colours blue gradient, brown, olive/silver mirrored and mercury/silver mirrored. The new exclusive model is available in two sizes, and is limited to 1978 specimens. Since the P'8478 naturally should not be missing when travelling, the anniversary edition is delivered in a practical travel box that makes it possible to safely and stylishly transport the spectacles as well as the related replacement lenses. The "40Y" anniversary package is completed with a high-quality spectacles case.

### **40 Years of Trendsetting Eyewear Design**

Porsche Design made history in the year 1978 with the P'8478 sunglasses, which revolutionised the market as the first spectacles in the world with replaceable lenses. Since then, Porsche Design has been considered a forerunner for innovative spectacles designs. Besides the P'8478, the P'8480 sunglasses that were presented in 1980 created a stir with the innovative folding mechanism. The fold-up pilot spectacles can be folded up in no time at all. Another vintage classic is the P'8479 shield sunglasses in a sporty '80s look. These spectacular sunglasses have inspired world stars such as Yoko Ono, Madonna and many others since 1979. The extra-large single lens in noble grey is bordered by a titanium frame with fine screws and sets a striking fashion statement. Other extraordinary classics and also Iconics of the past 40 years show that Porsche Design stands for trendsetting eyewear design that is unique in its own way. On the occasion of the 40th anniversary of Porsche Design Eyewear, another innovative highlight of the Iconics series will be presented at the beginning of 2018:

## Press Information

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April 2018

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the Porsche Design Laser Cut.

## Press Information

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April 2018

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### **About Porsche Design:**

Porsche Design is an exclusive lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast a high level of technological innovation. Created and designed by the Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

For more information please visit [www.porsche-design.com](http://www.porsche-design.com)

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