

Press Information

May 2018

Porsche Design and Rodenstock present new eyewear models for 2018

Porsche Design Spring/Summer 2018 Eyewear Collection

Stuttgart/Munich. Right on time for the opti spectacles trade fair in Munich, Porsche Design and Rodenstock will present fourteen new eyewear models in January 2018. One Iconics model, six sunglasses models and seven correction frames reflect the demanding, functional design that has already characterised Porsche Design for more than 40 years. The highlights of the new models include the limited Iconics “Laser Cut” model as well as the dynamic “Ti-Namic” line.

Laser Cut – Highest Precision and Perfection

With the Laser Cut (P’8663), Porsche Design has once again created unique spectacles that combine technological innovation and functional design. The Iconic Laser Cut (P’8663), with a frame of 100% titanium, captivates with cut-outs in the side areas of the middle section. The grey-tinted sunglasses lenses are milled precisely into them so that they are flush where they meet the outer edge of the frame, and at the same time are placed securely in the frame. Through the innovative processing technology, the lens gives the impression that it is floating in the wrap-around titanium band. Porsche Design consciously used pure material in the design. The P’8663 has absolutely no lacquering. The characteristic Porsche Design logo is engraved in the titanium temples by means of a special laser technique.

The P’8663 supplements the Iconics series with another exclusive model. The Laser Cut belongs to the Gold category of Iconics and is therefore limited to 911 specimens. The spectacles, including an elegant case, is delivered in a specially designed box,

Ti-Namic - Sporty Design Meets the Material Titanium

Inspired by automobile construction, four new spectacles models – two sunglasses and two correction spectacles – were created that captivate through a purist and simultaneously sporty design. The striking shape of the titanium temples, which are immediately reminiscent of the side air intakes of sports cars, is made possible through a modern 3D pressing process. The temples are not only a real eye-catcher, but they also ensure perfect wearing

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comfort thanks to their flexibility in combination with the extremely light titanium frame.

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About Porsche Design

Porsche Design is an exclusive lifestyle brand which evolved from the design studio founded by Professor Ferdinand Alexander Porsche in 1972. His vision was to build a company able to transport the “spirit of Porsche” into new areas of life, taking it beyond the world of the automobile. All Porsche Design products stand for precision and perfection, intelligent functionality, and highly sophisticated design. They also all boast a high level of technological innovation.

Created and designed by 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).

For further information, visit the Porsche Design homepage at www.porsche-design.com

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