
Press Release

July 2019

Porsche Design Presents New Autumn/Winter 2019 Fashion Collection

Styles For the City That Never Sleeps

Stuttgart. Porsche Design launches its new AW2019 fashion collection, which is an expression of personal freedom, authenticity, and the courage to perform. Unmistakable driving-inspired accents and dynamic shapes characterise the designs, resulting in relaxed, first-class looks, which effortlessly blur the lines between business and casual outfits.

Materials with a technical look, along with laminated sections, create a fascinating interplay between matte and glossy textures, while graphic elements incorporate vivid contrasts into tonal materials. Vibrant blues add an exciting pop of color to the more base tones of asphalt, black, white, navy, and grey/violet. Elegant dark colors like mahogany, deep shades of green, and petrol complete the color scheme, giving the collection an uber-masculine feel.

For the first time in a Porsche Design collection, a unique highlight by using Porsche seat belt material. This slightly metallic, shiny material featured in Porsche sports cars is a standout element of the collection. It is used as a logo emblem on jacket sleeves, as a striking underlay on pieces, such as the Storm Proof Thermal Bomber Jacket and the Ombre Lightweight Jacket, for creating zip garages, and as a defining detail on multiple styles.

As a key element of the collection, the featured patterns used also draw inspiration largely from Porsche cars. Classic textures, such as Pepita, herringbone, and the popular houndstooth car seat pattern, get an urban upgrade with clean, contemporary silhouettes, and technical details. The quilted finish on pieces like the Diamond

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Quilt Airlift Jacket is also based on the renowned Porsche seats. This season's collection also sees the popular TecFlex material taking a leading role. An integral element of numerous designs, it is used as both a stylish accent and a structural pattern. Keeping with tradition, leather also plays an important part in this season's assortment. Striking embossed textures, motocross-inspired elements, and special details – like a detachable fur collar and logo underlay – add a distinct sense of authenticity and quality to key pieces, such as the TecFlex MotoX Jacket and the aviator-style Leather Bomber Jacket.

In addition to outerwear, the Porsche Design Autumn/Winter Collection includes a full range of accessories, bags, eyewear, footwear, and men's jewellery. The collection is available worldwide, as of July 2019, in Porsche Design stores and online at www.porsche-design.com.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most important designs in contemporary history: the Porsche 911. As part of his vision to create a company that would take the principles and legend of Porsche beyond the automobile itself, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design concepts are still embodied by all Porsche Design products launched to this day. Every Porsche Design product represents extraordinary precision and perfection with a high level of technical innovation and a unique symbiosis of intelligent features and puristic design. Designed by Studio F. A. Porsche in Zell am See, Austria. Porsche Design products are sold in over 130 Porsche Design stores, in exclusive department stores, in retail outlets and online at www.porsche-design.com.

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