

Press Release

February 2020

New Porsche Design Store in the Mall of the Emirates in Dubai

Engineered Passion in the Heart of Dubai

Dubai/Stuttgart. The Porsche Design Group is opening a new Porsche Design Franchise-Store in the Mall of the Emirates in Dubai, one of the biggest and most luxurious malls in the world. The store is located in an exclusive location on Level 1 and has a floor area of 179 square meters. The complete product portfolio of the exclusive lifestyle brand will be presented, ranging from timepieces and eyewear to fashion, sportswear, accessories, bags, luggage and electronics.

“The United Arab Emirates is a key market in the Middle East for Porsche Design. We are very happy to open this new Porsche Design Store in such a high-class setting inside the Mall of the Emirates together with our franchise partner Jashanmal National Company”, says Dr. Jan Becker, CEO of the Porsche Design Group. “With the new store in the heart of Dubai we are presenting a flagship store format in the Middle East where our customers can experience the Porsche Design World. We are very much look forward to further increasing our business in this region”, continues Becker.

“We are extremely pleased to partner with Porsche Design and launch our first among many new outlets to come in the UAE. This reflects the confidence of the global luxury brands on Dubai – the hub of the luxury retail in the Middle East. “As the retail market undergoes a shift, Jashanmal is also taking initiatives to remain ahead of the curve and the collaboration with Porsche Design is a step towards the right direction”, says Tony Jashanmal, President of Jashanmal National Company.

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“As a preferred partner, Jashanmal offers a wider customer base, a wider network and a strong retail eco-system to the global brands for them to flourish in the GCC markets. With our extensive network of stores and operations spread across the GCC, we offer a greater value to international brands, most of which have been with us for decades. “With Porsche Design, Jashanmal National Company sees a great opportunity to widen its base while offering the exclusive lifestyle brand a deeper penetration in our home ground”, adds Khalid Soliman, CEO of Jashanmal National Company.

The Dubai flagship store embodies the DNA of Porsche Design, the engineered passion for flawless form, innovative materials and supreme functionality for which the exclusive lifestyle brand is known for for nearly fifty years. Visitors can discover the latest timepieces novelties like the new Porsche Design 1919 Globetimer UTC that combines precise technology with functional design - switching time zones at the push of a button - with no loss of minutes and seconds. Or get their hands on the iconic Porsche Design P’8478 sunglasses, a true style icon and the world’s first sunglasses with interchangeable lenses. Another highlight will be the new SS20 fashion and sportswear collection, perfectly meeting the 24/7 lifestyle demands of Porsche Design customers. Exclusive materials, innovative technologies, highly functional details and the unmistakably clean style of Porsche Design characterize the entire collection.

About Porsche Design:

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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 over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

For more information please visit www.porsche-design.com

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Facebook: www.facebook.com/PorscheDesignGroup

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Porsche Design Store Dubai

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