
Press Release

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Porsche Design presents new eyewear models SS20

A symbiosis of design and function: Porsche Design Eyewear Spring / Summer 2020 Collection

Stuttgart/Munich. The eyewear models of Porsche Design epitomise perfection and intelligent function in combination with a purist design. The exclusive lifestyle brand is presenting its new eyewear collection, incorporating its unique design philosophy in each pair of glasses: the new P'8685 Hexagon supplements the Iconic series, adding another highlight. The P'8478 appears in a new Colour of the Year edition and elements of the limited Iconic series are revived in the new collection, shifting the focus to the details of the glasses.

Iconic series: P'8685 – Hexagon

The limited Porsche Design P'8685 Hexagon (Iconic) is the perfect fusion of the Porsche Design philosophy and highest level of engineering skill. The masculine design is inspired by the engine block of a sports car: eight hexagon screws hold the front, which is milled out of solid titanium, and give the sunglasses a unique, striking look. The precision and stability of the construction are emphasised by the exclusive manufacturing process: each frame is screwed together individually and by hand. Light frames made of high-performance plastic RXP® and polarized lenses ensure maximum wearing comfort. The Iconic P'8685 is limited to 911 pieces.

Iconic series: P'8478V – Colour of the Year 2020

In 1978, Professor Ferdinand Alexander Porsche created the P'8478, the world's first sunglasses with interchangeable lenses – a true style icon that is still being produced today in its original design and which has sold several million times. The un-

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mistakeable look of the shades is now being reinterpreted in a Colour of the Year edition. The shiny blue contrast with silver highlights emphasizes the teardrop shape of the lenses and characteristic nose bridge. The P'8478 Colour of the Year 2020 edition is packaged in a high-quality box, including the silver-mirrored interchangeable lenses. It is limited to 2,000 glasses.

P'8684 – Lasercut-inspired

Inspired by the Iconic Lasercut P'8663 from 2018, the P'8684 defines the look of the design pieces in the new collection. The flat lens shape of the aviator glasses distinguishes the striking and iconic style. The metal frame, made of high-performance plastic RXP®, and cut-out elements in the front emphasise the unique material combination. The clean temple designs emphasise the straight-lined and purist style.

P'8693 – Homage to the P'8479

Porsche Design introduced its iconic P'8479 shield glasses in 1979, and to this day they are true celebrity favourites. Based on this design classic, the new P'8693 captivates with a metal bridge of contrasting colour that runs along the top edge of the rimless glasses and is secured with striking hexagonal screws. The result is a very masculine, technical look. The P'8693 with teardrop-shaped lenses is available in four colours.

Fusion line – contrasts in the shape, material, and surface

The Porsche Design “Fusion” models combine contrasts in the shape, material, and surface. The high-performance plastic RXP® with metal, shiny on matt surfaces and narrow temples create a striking front. Creating eyewear models with a technical, futuristic style. Unique sunglasses styles, in a Karée, pilot, and squared-pilot shape

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(P'8365, P'8691, P'8692) complement the Fusion line.

Liquid Titanium line – like liquid metal

Dynamic design meets unique lightness – the Liquid Titanium line is expanded by three new models (P'8363, P'8364, P'8688). Three-dimensional temples made of 100% titanium, create a thrilling interplay of light and shadows, producing a dynamic look that is reminiscent of the Porsche 911. The spectacles are available in a Karée shape with a titanium or RXP® front as well as in a pilot shape.

The Porsche Design Eyewear Collection SS20 is available as of April 2020 in Porsche Design Stores, online at www.porsche-design.com and at selected opticians.

About Porsche Design

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most significant design objects in contemporary history. With his vision of taking the principles and Porsche legend beyond the limits of the automobile, he founded the exclusive lifestyle brand, Porsche Design, in 1972. His philosophy and language of design live on today in all Porsche Design products. Each Porsche Design product stands for extraordinary precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and a purist design. Designed by the Studio F. A. Porsche in Zell am See in Austria. Available worldwide in more than 130 Porsche Design Stores, in exclusive department stores, the retail market and online at www.porsche-design.com

Additional information at www.porsche-design.com

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