
Press Release

May 2020

Porsche Design and BRIC'S enter into a long-term partnership

Two Brands with a Rich History and Unique Heritage

Stuttgart/Olgiate Comasco. Porsche Design and BRIC'S have entered into a long-term partnership to bring a new line of bags, luggage, and small leather goods to the market. Both brands unify rich histories rooted in a family business and unique heritage, making each of their products exceptional. The new collection combines the best of the two brands and features a perfect fusion of design, function, and craftsmanship.

Porsche Design was founded in 1972 by Professor Ferdinand Alexander Porsche - the designer of the legendary Porsche 911. His credo "if you analyze the function of an object, its form often becomes obvious," and the associated design philosophy can still be seen in all Porsche Design products. Every article stands for extraordinary precision and perfection, engineered passion, and seamlessly combines intelligent functionality with pure design. BRIC'S, established in 1952 by Mario Briccola, is a family-owned business. The Italian travel brand is known worldwide for its exceptionally designed travel and fashion accessories with more than 65 years of industry expertise, history, long-standing regional roots, and passion. BRIC'S stays true to the values of the *Made in Italy* culture and philosophy, which is a part of the company's inner soul and evident in every detail and production site, giving life to each product.

The collaboration fuses Porsche Design's functional design philosophy and engineered mindset with BRIC'S fine craftsmanship and manufacturing competence. Combining the heritage of the two renowned brands, the new Porsche Design luggage

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and leather collection reflects timeless elegance, innovation and tradition, as well as functionality and high quality.

“With BRIC´S we have a partner who brings a rich heritage, a lot of passion, and many years of experience in the manufacturing sector of fine leather and travel goods into this collaboration. This expertise will further elevate and expand our well-known bags and luggage collection, helping us to take the category to the next level. We are looking forward to kicking off this partnership and introducing the new Porsche Design bags & luggage collection in Autumn/Winter 2020”, says Jan Becker, CEO Porsche Design Group.

Roberto Briccola, President of BRIC´S, affirms “We are enthusiastic about the alliance with Porsche Design: a synergy that arises from the value of the two brands, and from the functional design philosophy of Porsche Design which identifies itself with the genius of Ferdinand Alexander Porsche. Our production has always been characterized by constant development, where innovation and tradition, functionality, and elegance are intertwined, and balanced with skilled craft, advanced technology, interpretation of new trends, attention to market demand and customers’ needs.”

The first collection expresses the commitment to high performance, thanks to characteristics that are developed in each item. The products are strong yet lightweight thanks to a superior choice of materials, with maximized volumes through construction details in the suitcases and backpacks while the leather goods receive additional elements oriented towards comfort. A deep knowledge of the product and many years of passion in production meet classic minimal design looks and durability across the collection.

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The model range features a selection of hard- and softcase luggage, bags, backpacks, and small leather goods, ranging from business to leisure-inspired products.

The new Porsche Design bags & luggage collection will be available End of 2020 worldwide in Porsche Design Stores and Bric's Stores and online at www.porsche-design.com and at www.brics.it as well as in selected luggage stores worldwide, including the Travel Retail Market.

About Porsche Design:

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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About BRIC'S

BRIC'S is a luxury Italian luggage brand known worldwide for its exceptionally designed luggage including trolleys, duffles, handbags, briefcases, and other leather and nylon goods. With 65 years of business, history, long-standing territorial roots, and passion, BRIC'S is dedicated to fine craftsmanship and manufacturing, as well as an attention to detail, which have always been characteristics of the brand from the very beginning. BRIC'S collections have always been characterized by constant development, where research and Heritage, innovation and tradition, functionality, and elegance are intertwined and balanced with skilled craft, advanced technology, and interpretation of new trends, creating a perfect fusion between shape, function, and design. Today, BRIC'S reflects timeless elegance typical of its province, Lake Como, harmoniously blending with the urban and cosmopolitan style of Milan – the city that hosts its most important Flagship Store in the Galleria Vittorio Emanuele.

For more information please visit www.brics.it

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Facebook: www.facebook.com/bricsitalia

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