
Press Release

June 2020

Porsche Design Presents New Fall/Winter 2020 Fashion Collection

Styles for an Active and Ambitious Lifestyle

Stuttgart. Porsche Design has once again been inspired by the lifestyle of digital nomads for the Fall/Winter 2020 fashion collection. These trendsetting, high achievers rise to new challenges instead of following old conventions. They do not rely on set routines, they are always active and they move with the times without losing sight of what's important. Featuring exclusive materials, innovative technologies, and functional elements, the new collection is perfect for an ambitious and active lifestyle.

Smart outfits in urban grey and blue tones are for those who are not satisfied with the average, but those that hold themselves to the highest standard. The collection's striking and refreshing details were inspired by space travel. Styles such as the progressive Neoprene Leather Mix Jacket, Printed Mars Tee, and futuristic MotoX Leather Biker are a tribute to the pioneering spirit of the 2025 Mars Rover mission – and a testament to the wearer's own drive to always push boundaries. The logo style has also been reinterpreted for the Fall/Winter collection, combining traditional designs with modern elements. For example, the voluminous Porsche Design Icon Leather Bomber features logo embroidery in Chesterfield style, creating a stunning fusion with the exceptional matte leather. Exclusive pullovers, casual sweaters, trousers and blazers boast tailored cuts and details clearly inspired by sports cars including stitching in the same style as Porsche steering wheels and elements made of Porsche seat belt material.

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A future-oriented mindset is also reflected in the chosen materials. Recycled ECO nylon, down-free padding and chrome-free leather represent another step in a sustainable direction. The collection is complemented with basics made of high-quality materials, as well as footwear, accessories, and leather goods designed to match the look. The Fall/Winter 2020 collection will be available worldwide in Porsche Design stores and online at www.porsche-design.com in August.

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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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