
Press Release

March 2021

Porsche Design Eyewear Campaign 2021

The new Hooks Series combines precision and perfection

Stuttgart/Munich: Following the successful start of the collaboration between Porsche Design and Patrick Dempsey in January, the celebrated actor and passionate race car driver and the exclusive lifestyle brand have entered the next phase of the partnership. Both share a deep appreciation for minimalist design, as well as an inherent drive to consistently pursue their own ideas and visions in order to evolve and set new benchmarks. True to the motto "Ready to follow your vision," in the latest brand campaign Patrick Dempsey presents the timeless eyewear model P`8920 D from the new Porsche Design Hooks Series.

The Hooks Series - every single detail makes for an exceptional design

The P`8920 combines perfection and precision, as well as heritage and innovation. Inspired by the design of the P`8478, with the P`8920 Porsche Design reintroduces the iconic "Hooks" as an unmistakable element ingrained in the brand's history. A small detail, but with tremendous trendsetting influence. Thanks to these iconic lens fixings, the frames of the Hooks Series exude a masculine and technoid look. Whereas the P`8920 reflects the classic aviator style, the P`8919 transforms the design into the modern age with a squared aviator shape. The interaction of various dimensions complements the overall concept of the frame and adds a futuristic element. The use of precisely manufactured stainless steel and temple tips made from high-performance plastic RXP® guarantee maximum wearing comfort, flexibility, and lightness. The

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P` 8920 D with a subtle gold hue for the frame combined with green tinted lenses emphasizes the elegant look of this new sunglasses model.

The Hooks Series sunglasses are available now at exclusive specialist retailers and from April 1, 2021 in Porsche Design stores, as well as online at www.porsche-design.com, at a RRP of \$440.

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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 online at www.porsche-design.com.

More information is available online at www.porsche-design.com

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