

# PORSCHE DESIGN

## PRESS RELEASE

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April 2022

### PORSCHE DESIGN LAUNCHES LIMITED EDITION P'8950 50Y ICONIC 3D SUNGLASSES

**Costa Mesa, CA.** The latest special edition product from the exclusive Porsche Design 50<sup>th</sup> Anniversary Capsule Collection has arrived – the Porsche Design P'8950 50Y Iconic 3D Sunglasses. A re-imagination of the dynamic Shield Sunglasses released in 1979, the 50Y Iconic 3D shades feature the original shape and aesthetic, but are made using a new, technologically advanced 3D-printing method that fuses high-tech titanium powder to form the frame.

Founded in 1972 by Professor Ferdinand Alexander Porsche, Porsche Design has been developing products whose style is defined by innovation and timelessness for five decades. "If you analyze the function of an object, its form often becomes obvious." Based on this premise, F. A. Porsche created one of the most significant design objects in contemporary history with the Porsche 911. His vision to carry the principles and Porsche legend beyond the automotive industry lives on to this day in all Porsche Design creations and product developments. Because each product still represents exceptional precision and performance at the highest technological level.

PORSCHE DESIGN OF AMERICA, INC.

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[press.porsche-design.com](http://press.porsche-design.com)

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### The 50Y Iconic 3D

With the P'8950 50Y Iconic 3D Sunglasses Porsche Design presents an all-new frame which acknowledges the past, celebrates the present and prepares for the future. The original P'8479 Shield Glasses left a timeless, lasting impression and quickly became one of Porsche Design's most recognized eyewear styles. The frame of the new P'8950 50Y Iconic 3D combines technical sophistication and a future-oriented design. Using a complex 3D printing process created in Germany, high-tech titanium powder is melted with a laser and applied in thousands of fine layers in order to create the exceptional frame, which becomes a dynamic play of changing material thicknesses and dimensions. Futuristic hooks, which hold the modern shield lens in the surrounding titanium frame, ensure a striking touch which is characteristic of the brand. The temples made of high-performance plastic RXP® provide exceptional wearing comfort and an optimal fit. Limited to 911 pieces worldwide, the exclusive style comes in a high-quality 50Y Porsche Design wooden gift box with a 50Y eyeglass cleaning cloth.

The strictly limited Porsche Design P'8950 50Y Iconic 3D glasses are available at Porsche Design stores, online at [www.porsche-design.com](http://www.porsche-design.com) and [shop.porsche.com](http://shop.porsche.com), as well as in selected retail outlets, at a RRP of \$1,800.

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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 Porsche Design stores, high-end department stores and exclusive specialist retailers, as well as online at [www.porsche-design.com](http://www.porsche-design.com) and [shop.porsche.com](http://shop.porsche.com).

For more information, please visit [www.porsche-design.com](http://www.porsche-design.com)

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