

# PORSCHE DESIGN

## PRESS RELEASE

Porsche Design presents Porsche Design Pure 50Y Limited Edition

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April 2022

### **A fragrance as unique as the heritage of the brand**

**Stuttgart/Munich, Germany.** The outfit is ready, there is just one thing missing to make the perfect first impression: a fragrance that underscores its wearer's unique personality. Purism, exclusivity, innovation and design are the core values of Porsche Design, which are transferred into every product including exclusive fragrances.

The new eau de toilette Porsche Design Pure 50Y Limited Edition combines reduced functional design with a timeless scent comprised of premium ingredients. It stands for masculine purism and exclusivity in its entirety – the perfect signature fragrance for the modern man.

### **The Heritage**

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. The men's fragrance Pure 50Y Limited Edition brings the philosophy and values of the brand to life. A modern yet timeless fragrance in a bottle that impresses with its puristic design and high-end materials. Porsche Design Pure 50Y is limited to only 1,972 pieces, a reflection of the year in which Porsche Design was born. Both, the bottle and elegant gift box are numbered accordingly.

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### **The Flacon**

The flacon combines clear design, fine craftsmanship and underscores once more Porsche Design's philosophy that form follows function. The shape of the impressive flacon reflects Porsche Design's DNA at first glance – clear lines and precise curves are skilfully connected creating an elegant shape.

The vision for this fragrance is also reflected in the high-end materials that form a dynamic symbiosis: the square-shaped flacon is made of impressive, black glass, while the striking and specially designed Porsche Design 50<sup>th</sup> anniversary logo in silver underlines the exclusivity of this limited edition.

The innovative spray head creates a perfect contrast to the premium black flacon. It is made of metalized plastic and a vertical brushed aluminum plate with an eye-catching black Porsche Design logo and the fragrance's name, Pure, on it. When pushing the spray head, the aluminum plate slides down the flacon as if on rails. A clip holds the spray mechanism in place when on the go.

### **The Fragrance**

Porsche Design Pure is an elegant aromatic creation within the fragrance family 'Fougère' that radiates modernity and sophistication. The perfumer that created the fragrance, Nicolas Beaulieu, was inspired by masculine purism and the high quality of Porsche Design products.

The fragrance opens with a transparency built through innovative Ozone Accords in combination with Grapefruit and Pink Pepper. Cashmeran, Lavandin and Clary Sage develop in the mineral translucent heart. The base notes of Mineral Amber, Vetiver and Patchouli contrasts the fragrance in a fascinating way leaving a classic masculine aura.

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### The Fragrance Profile

Top note: Grapefruit, Pink Pepper, Ozone Accord

Heart note: Clary Sage, Cashmeran, Lavandin

Base note: Mineral Amber Accord, Vetiver, Patchouli

### The Assortment

Eau de Toilette	100 ml
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Porsche Design Pure 50Y Limited Edition will be available as of June 2022 in selected Porsche Design Stores and online at [www.porsche-design.com](http://www.porsche-design.com)

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### **About Porsche Design:**

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### **For regular updates on Porsche Design, please follow:**

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Instagram: [www.instagram.com/PorscheDesign](https://www.instagram.com/PorscheDesign)

### **About E.A. Cosmetics Distributions GmbH**

E.A. Cosmetics Distributions GmbH is specialized in the development, marketing, production and global distribution of exclusive fragrances. The present brand portfolio offers a broad range of classics as well as actual designers and lifestyle brands. It is owner of the Aigner Cosmetics trademark rights and licensee of Porsche Design Fragrances. Furthermore EACD is responsible for the distribution of Ariana Grande, Cerruti, Fable & Mane, Farmacy, Formula 1, Guy Laroche, Jean-Louis Scherer, Jennifer Lopez, MCM, Naomi Campbell Perfumes, Oscar de la Renta as well as Paloma Picasso and Playboy in Germany, Austria and Swiss.

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