

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Porsche Design Pure 22

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September 2022

The Fragrance for Special Moments Between Day and Night

Stuttgart/Munich, Germany. The blue hour – the time between day and night – is a moment with a unique atmosphere. It leaves room for interpretation, the opposites blur. Arrive or start? Completely be with your own self or feel the crackling that leaves you wanting more? Dinner or rooftop lounge, city lights or candlelight, skyline or moonlight – everything is possible. The matching dress code: smart casual – also with the scent. Porsche Design Pure 22, the new fragrance from the Pure series, catches the atmosphere and embodies a new facet of the modern man: pure, metropolitan, and open-minded.

The Vision

„Working with Porsche Design, I wanted to develop a fragrance that could tell a story about self-empowerment and refinement. In this fragrance, I captured the blue hour of the day, the moment when everything seems to settle after a long day at work,“ describes the perfumer Maïa Lernout. An exciting challenge, because: how does blue smell? How does the blue hour smell? The olfactory answer: Porsche Design Pure 22. „Fresh and sensual, this creation combines woody notes and fruity facets to create a captivating effect with blue hues.“

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The Fragrance

Porsche Design Pure 22 surprises at the beginning with a sparkly, fresh, and spicy combination of cardamom, pepper and tangerine. The magic of the blue hour is reflected in the heart note through an aromatic accord of the hybrid lavender lavandin and cypriol and receives a fascinating breadth through marine notes. The woody-balsamic signature of patchouli, cedar wood, and cistus in the base adds an elegant and sensual component that carries the fragrance through the night.

The Fragrance Profile

Top Note: Cardamom, Tangerine, Black Pepper

Heart Note: Lavandin, Cypriol, Marine Accord

Base Note: Cistus, Cedar Wood, Patchouli

The Flacon

The puristic flacon represents the DNA of Porsche Design: a symbiosis of form and function, timeless design, and the highest craftsmanship. High-quality glass and light metal form an exciting combination. The diffused, deep blue color takes up the fragrance's vision of the blue hour. The Porsche Design flacon also focuses on the technical elements that combine functionality and design: a spray head that is hidden in an innovative mechanism. The back looks like a classic, removable cap, whilst the front shows a brushed aluminum plate. When

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pressing the spray head, it slides vertically into the glass cut-out and the small nozzle releases the fragrance. A special clip fixates the spray mechanism and secures the Eau de Parfum from spilling when on the go or travelling.

The Assortment

Eau de Parfum	50 ml
Eau de Parfum	100 ml
Shower Gel (Hair & Body)	200ml

Porsche Design Pure 22 will be available as of September 2022 in selected Porsche Design Stores and online at www.porsche-design.com.

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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, exclusive specialist retailers and the official online store (www.porsche-design.com).

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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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