

PORSCHE DESIGN

PRESS RELEASE

Porsche Design presents innovative eyewear novelties

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August 2022

Form and Function Rethought

Stuttgart/Munich. Five decades ago, Professor Ferdinand Alexander Porsche created a design philosophy that still captures the spirit of today's age. Porsche Design has been following the maxim of optimizing function, reducing the form to the essentials, overcoming the familiar in order to keep discovering new, better solutions since 1972. For the exclusive lifestyle brand, good design is never just about aesthetics, but the perfect harmony of form and function. True to this DNA, Porsche Design is introducing two new, innovative eyewear concepts and is expanding two successful eyewear collections with further exciting highlights.

The Spring Hinge Series

The Spring Hinge concept recalls the brand essence of Porsche Design and represents the perfect combination of technical sophistication and exceptional design elements by making functionality visible. The series surprises with an openly constructed, spring hinge without casing that stands out from the clean overall appearance and only reveals the complexity of this functional element upon closer inspection. The sophisticated mechanical and technical workmanship allows for exceptional wearing comfort. The production from 100 percent Japanese titanium stands for the highest quality, while the frame and temples are each milled from a single piece of titanium. The Spring Hinge collection includes the prescription frames P'8391 and P'8392, available at an RRP of €595, and the P'8942 sunglasses, with an RRP from €495 to €555, depending on the lenses.

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To celebrate the brand's 50th anniversary, Porsche Design presents the sunglasses of the Spring Hinge Series in an exclusive special Black Platinum Grey edition, which is strictly limited to 1,972 pairs and available in a special gift box at an RRP of €595 from September on. In addition to the limited edition anniversary model, the Spring Hinge Series features four more models.

The Blade Series

The Blade concept reflects Porsche's racing DNA in its dynamic design: inspired by the colored brake caliper, which can be seen behind the rims of the sports car at first sight, the temples also feature a cut-out element in the colors of the Porsche brake caliper. The highly precise workmanship of this stainless-steel element reveals the technical sophistication of the concept. The material combination of high-quality stainless steel and the high-performance plastic RXP® guarantees excellent wearing comfort through lightness and stability. The Blade Series includes the P'8944 and P'8945 sunglasses, available at an RRP of €290 to €350, depending on the lenses, and the exceptional P'8744, P'8746, and P'8747 prescription frames, priced at an RRP of €350.

The Ultra Light Series

The existing Ultra Light Series stands for the reduction to the essentials, following Professor Ferdinand Alexander Porsche's iconic design approach. This is how the purist and timeless design of the two new sunglasses models P'8939 and P'8940, as well as that of the new

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prescription frames P'8749 and P'8750, is created. Depending on the model, the frame weight of the Ultra Light Series is approximately five grams, making them the lightest and most minimalist Porsche Design eyewear frames ever. The prescription frames retail at €450 and the sunglasses at €350.

Reading Tool

With the new models P'8814 and P'8801, Porsche Design has high-quality reading tools in its eyewear collection. Inspired by the Bauhaus concept and the cognition that "less is more", the reading glasses perfectly combine craftsmanship, a precise finish, and an exceptional design. The design language of the frames is characterized by a reduction of the components and the weight, and features a minimalist, striking effect that captures the spirit of the times. The front made of pure stainless steel provides perfect vision and is a strong contrast to the ergonomically shaped temples made of high-tech polyamide. The high-quality anti-reflective lenses from Rodenstock are now also available in Reading Glasses and a prescription of up to +3.0 dioptres, guaranteeing relaxed and comfortable reading without reflections. When not in use, the extremely flat and foldable Reading Tool fit easily into any pocket. The premium ready readers are available at an RRP of €195.

All new Porsche Design Eyewear products are available from August 2022 in select retail stores and online at porsche-design.com.

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About Porsche Design

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most important design objects in contemporary history. With his vision to carry the principles and Porsche legend beyond the automotive industry, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language continue to exist today in all Porsche Design products. Every Porsche Design product represents exceptional precision and perfection at a high technological innovation level and a unique symbiosis of intelligent functions and a purist design. Designed by the F. A. Porsche studio in Zell am See in Austria. Available worldwide in Porsche Design shops, exclusive department stores, specialist retailers and online at www.porsche-design.com.

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