

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents New Eyewear Products for 2023

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February 2023

The Connection of Design and Performance

Stuttgart/Munich. Porsche Design kicks-off 2023 with fascinating new eyewear models, which represent technical sophistication and unique design and, at the same time, convey the core of the design brand: pure motorsport DNA. The aspiration for maximum functionality, reducing to the essentials, and overcoming the unknown are reflected in the new products as the very essence of the brand. For instance, Porsche Design is expanding its exceptional eyewear concepts with brand new frames and is entering a new dimension of perfection, precision, and innovation.

The Carbon Fiber Series

The Carbon Fiber collection focuses on the core of the brand - racing - and is synonymous with maximum performance. The material is used in motorsports and the automotive industry and created from the bonding of carbon fiber atoms in a crystalline formation. Carbon fibers are not only extremely stable and corrosion-resistant, but also very light – properties that are also highly beneficial for glasses. The temple offers very high wearing comfort thanks to the combination of carbon fibers, stainless steel, and rubber as this material mix creates the perfect balance of stability and flexibility. At the same time, the woven carbon fibers are a unique design element. Colorful highlights in red, blue, grey or black on the inside of the temple and the temple tip emphasize the different structures of the materials used.

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The new sunglasses P'8962 in aviator style and P'8964, as well as the two prescription frames (P'8752 and P'8753), are each available in four color combinations. Depending on the glazing with VISION DRIVE™ lens technology, the sunglasses retail from 340 to 400 euros. The two prescription frames are available at a RRP of 420 euros.

The Liquid Titanium Series

Simple elegance and a dynamic design, which is based on the flyline of the Porsche 911, characterize the frames of the Liquid Titanium collection. Perfectly shaped, three-dimensional temples create a fascinating contrast between light and shadow and create a unmistakable look that is reminiscent of flowing metal. The use of 100 percent titanium makes the frames very light and offers maximum wearing comfort. New in this series are the Squared Aviator P'8936 and the P'8947 as round sunglasses with a double bridge. Depending on the glazing with VISION DRIVE™ lens technology the collection retails from 380 to 440 euros. A fitting equivalent as prescription frames is the new square P'8735 at a RRP of 430 euros, as well as the more discreet Nylon frame P'8751, which is available at a RRP of 460 euros.

The Cyber Tec Series

The Cyber Tec concept embodies a distinctive and forward-looking design and is inspired by motorsports. The striking, clear outline of a future-oriented car design as well as the temple elements, which serve as a reminder of the rear lights of the Porsche 911, were transferred to the frame. As a result, the models in the Cyber Tec range convey an exciting and distinctive

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design. The combination of stainless steel and the high-performance plastic RXP® ensure maximum stability and lightness. The functional highlight of the sunglasses is the three-dimensional temple, which, thanks to its core composed of stainless steel, provides flexibility and maximum wearing comfort, and perfectly highlights the futuristic look of the Cyber Tec Series. The square stainless-steel jaw in a contrasting color acts as a clever link to the temple, which emphasizes the masculine proportions of the frames. The Cyber Tec collection welcomes two new sunglass models (P'8948 and P'8961) as well as two new prescription frames (P'8738 and P'8739). Depending on VISION DRIVE™ lens glazing, the sunglasses retail from 320 to 380 euros, the RRP for the prescription frames is 400 euros.

All new additions to the Porsche Design eyewear collection are available from April 25th at specialist retailers as well as online at www.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 Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design Stores, exclusive department stores, specialist retailers and online at www.porsche-design.com.

Follow us on:

Facebook: www.facebook.com/PorscheDesign

Instagram: www.instagram.com/PorscheDesign

Press Contact:

Porsche Lifestyle Group

Daniel Rätz

PR Manager

Mobile: +49 1520 911 4534

E-mail daniel.raetz@porsche-design.de

Rodenstock GmbH

Sandra Wenz-Kaytan

PR Manager

Tel.: +49 [0] 89 7202-684

E-mail sandra.wenz-kaytan@rodenstock.com