

Porsche Design releases innovative new collection



Porsche Design's round-shaped P'8969 model is part of its Eternal Series

Defined by its passion for innovative materials and refined technologies, Porsche Design's new collection celebrates excellence and represents new standards and trends across two ranges: The Eternal Series and The Hexagon Series.

As a tribute to the company's founder Professor Ferdinand Alexander Porsche, the Eternal series returns to the origins of Porsche Design. It is inspired by the P'8508, a unisex top seller of more than 10 years. Following the Bauhaus principle "Less is More", one of the brand's credos, the series combines a linear and purist design with equable shapes to create a piece for everyday use. The structure of the frame is made of long-lasting and durable stainless steel.

Modern color combinations perfectly merge the brand's original search for functionality with the most contemporary design.

The Eternal Series is comprised of two sunglasses models, the round-shaped P'8969 and the P'8970 boasting a Squared Aviator design.



Porsche Design's P'8971 model is part of its Hexagon Series

The Hexagon Series is inspired by the hexagonal screws of the Porsche 911 motor block. The front is made of 100% titanium and characterized by the core element of the series: four hexagonal screws that are attached by hand to give stability to the frame and to underline the precision of the production.

The purist design of the series emphasizes the match between performance and functionality, perfectly expressed by the ultra-light and adjustable high-performance RXP ® temples, which guarantee the perfect wearing comfort. The Hexagon Series is comprised of two sunglasses P'8971, boasting an Aviator design, and P'8972 sporting a Panto style silhouette with a double bridge.