

A man with short, dark, wavy hair and a light beard is smiling while wearing dark aviator sunglasses. He is dressed in a black leather motorcycle jacket with ribbed shoulders and cuffs, over a white t-shirt. He is seated in the driver's seat of a car with tan leather upholstery. The background shows the interior of the car, including the steering wheel and dashboard. The lighting is warm and focused on the man.

PORSCHE DESIGN

2022 EYEWEAR LOOKBOOK



FOLLOW
YOUR
VISION.

P'8928 O - 50Y EDITION / BLACK AND PLATINUM GREY
The P'8928 O comes in an exclusive 50Y colour scheme:
striking matt black with matt platinum. The flat glass
radius gives a unique look.

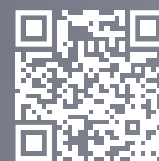


Professor Ferdinand Alexander Porsche founded his legendary design studio 50 years ago. It became the origin of the Porsche Design brand. F. A. Porsche's goal was to extend the sporty elegance and Porsche lifestyle beyond the world of cars to other products. Always guided by the vision to combine form, function, material and aesthetics into unique design objects, he wanted to create an iconic design that was honest, uncompromising and always committed to the best possible solution. Only when design meets all these criteria is it truly Porsche Design. This year, we are celebrating 50 years of Porsche Design – 50 years of Engineered Passion.

F. A. Porsche created design icons. For example, the P'8478 from 1978. A milestone in eyewear, they were the world's first sunglasses with an interchangeable lens mechanism. This extraordinary masterpiece was a sensation from the start and the first major success in a long line of eyewear innovations from Porsche Design. That's reason enough to release a 50Y Edition of the P'8478 and its Squared Aviator variant P'8928 in 2022, each in a limited edition of 1,972 pieces. Both versions are must haves. For Patrick Dempsey, too.

ENGINEERED PASSION SINCE 1972.

P'8478 0 – 50Y EDITION / BLACK AND PLATINUM GREY
The legendary first Porsche Design glasses as a special high-fashion edition limited to 1,972 pieces. Striking matt black and matt platinum perfectly match the two pairs of included lenses.



EXPERIENCE 50 YEARS
OF PORSCHE DESIGN.

SHARING THE PASSION FOR DESIGN.



For Patrick Dempsey, Porsche Design means a passion for perfection and the aspiration to never settle for the status quo. That makes him a perfect partner for Porsche Design. What fascinates Porsche Design Eyewear enthusiasts is the combination of unique design, high-performance materials and well thought-out technical solutions. Such as our VISION DRIVE™ lens technology, which offers drivers a perfect driving experience with the best possible view from the cockpit. When driving his Porsche 911 Targa along the coast, Patrick Dempsey takes time to develop new visions and ideas. While doing so, our new eyewear collection is his constant companion.

P'8937 B – HEXAGON / TITANIUM AND BLACK
With its masculine character and four distinctive hexagonal screws, the P'8937 is a reflection of passion, performance and motorsport.

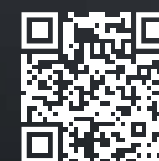


HERITAGE MEETS ZEITGEIST.

P'8928 O - 50Y EDITION / BLACK AND PLATINUM GREY
The P'8928 - a redesign of the P'8478, expresses
our understanding of iconic design: honest, minimal,
committed to function.



P'8928 0 - 50Y EDITION / BLACK AND PLATINUM GREY
The evolution of the legendary Porsche Design P'8478 sunglasses
as a high fashion edition limited to 1,972 pieces. Stylish matt black
and matt platinum contrast the glossy interchangeable lenses.



EXPERIENCE 50 YEARS
OF PORSCHE DESIGN.

THE 50Y EDITIONS.

Few sunglasses have achieved the same cult status as our P'8478, the world's first sunglasses with an interchangeable lens mechanism. They are the perfect manifestation of our design philosophy at Porsche Design, in which technical innovation, uncompromising function and reduction to the essentials interact perfectly. The wide range of interchangeable lenses in a multitude of colours allows the wearer to choose the lens best suited for the current lighting situation – in just a few seconds.

Heritage meets zeitgeist: to celebrate our 50th anniversary, we are releasing the legendary Iconic P'8478 and the P'8928 squared Aviator variant in a limited edition of 1,972 pieces with a matt black frame and matt platinum-coloured highlights. With a new, much flatter lens radius and interchangeable lenses in VISION DRIVE™ Polarized grey and olive, silver mirrored, our classic is ready for a new era. The 50Y Edition frames come in a premium 50Y box and with an exclusive genuine leather eyewear strap.

P'8928 O – 50Y EDITION / BLACK AND PLATINUM GREY
For our 50th anniversary, the squared Aviator version of the P'8478 comes in elegant matt black and matt platinum. A colour scheme that exudes cool understatement.



A close-up, profile view of a man with dark hair, a beard, and glasses, smiling. He is wearing a dark jacket. The background is dark and out of focus, suggesting the interior of a car.

INSPIRED BY AUTOMOTIVE DESIGN.

P'8732 A - CYBER TEC / BLACK
With the P'8732, future-oriented automobile design
features have been integrated in the construction
elements of the frame.



P'8732 A - CYBER TEC / BLACK
The P'8732 brings together motorsport-inspired design and highest quality in perfect symbiosis.

THE CYBER TEC SERIES.

The frames of our Cyber Tec Series impress with a perfect combination of motorsport-inspired design and unique quality. The frame details are characterised by an unmistakably futuristic design: the temple ends of the Cyber Tec Series are modelled in the shape of the rear lights of the classic 911, the construction of the temples follows a dynamic, three-dimensional structure and underlines the automotive design of the Cyber Tec models.

The combination of stainless steel and high-performance RXP meets the highest demands for lightness and stability. In addition, the different surfaces and materials of the temple transitions and temples emphasise the three-dimensional design, creating a particularly striking look.



P'8732 A – CYBER TEC / BLACK
The motorsport-inspired design is continued with the highest material quality and an exciting interplay of different surfaces.



P'8935 B - CYBER TEC / GOLD AND BLACK
Featuring grey VISION DRIVE™ Polarized lenses,
the P'8935 are the ideal sunglasses for driving -
even in the most difficult light and weather conditions.



STARTING A GREAT ROAD TRIP.

P'8937 B - HEXAGON / TITANIUM AND BLACK
The P'8937's style is characterised by its four striking
hexagonal screws, which give the frame a pronounced
mechanical-technical look.



P'8937 B - HEXAGON / TITANIUM AND BLACK
The front of the P'8937, milled from solid titanium, is
screwed together by hand using four distinctive hexagonal
screws. Exacting design through precision.

THE HEXAGON SERIES.

The design language of the Hexagon frames is inspired by the hexagonal screws used in the Porsche 911 GT3 engine block. The fronts of the P'8937 and the P'8938 Aviator version are milled from high-tech titanium and held in place by four hexagonal screws that are screwed in by hand. This distinctive detail gives the frames a decidedly masculine look and an unmistakable technical appearance. The use of titanium and high-performance RXP makes the frames lightweight and offers optimal fit and comfort. Combined with the perfect fit, an extraordinary wearing comfort is created.

Perfection continues past the design of the frames: like all Porsche Design sunglasses, the Hexagon Series lenses feature our VISION DRIVE™ lens technology. Furthermore certain colours are equipped with Polarized or Polarized XTR lenses. The high-tech Polarized XTR lenses offer five outstanding features: UV400 protection, anti-glare, impact and scratch resistance, polarization and contrast enhancement. They make the Hexagon Series sunglasses the perfect companions for any road trip or off-road adventures. Even in difficult weather and light conditions.

P'8937 B - HEXAGON / TITANIUM AND BLACK
Perfect fit, ultra-lightweight: the use of ultra-light titanium and high-performance RXP ensures that the P'8937 provides ultimate comfort when worn.



SUPERIOR VISION DRIVE™ SUNGLASS LENS TECHNOLOGY.

When it comes to driving, Patrick Dempsey knows no compromise. That's why Porsche Design sunglass lenses with our innovative VISION DRIVE™ lens technology are a must-have for him on any road trip. Their innovative features provide the perfect driving experience and the best possible view from the cockpit. Our VISION DRIVE™ lenses convince with their outstanding quality and excellent imaging properties in all weather or light conditions. The Polarized XTR lenses provide a combination of innovative polarization and integrated contour and contrast enhancement, enabling you to keep track of every situation on the road.



UV400 protection



Anti-Glare



Impact resistance
and hard coating



Polarized



Contrast enhancer



P 8937 B - HEXAGON / TITANIUM AND BLACK
Equipped with VISION DRIVE™ Polarized XTR, the
P 8937 B is the ideal companion for on and off-road trips.

SEE
WHAT'S
NEXT.



P'8392 A - SPRING HINGE / DARK GREY
The P'8392 impresses with the technical
finesse of the openly engineered spring hinge.
Function and design in perfect symbiosis.



P'8392 A - SPRING HINGE / DARK GREY
Thanks to the ingenious spring hinge, contact pressure on the temples is greatly reduced. This creates first-class wearing comfort.

THE SPRING HINGE SERIES.

In the Spring Hinge Series, the hinge's unique technical sophistication is a perfect demonstration of F. A. Porsche's idea of outstanding design: the elegance of function. The open hinge design doesn't require a housing, revealing the ingenious secret of its technical solution and its functional mode of operation. The spring reduces the contact pressure of the temples and paired with the lightness of the frame

ensures particularly high wearing comfort. When open, the hinge blends in inconspicuously with the appearance of the frame. The frames of our Spring Hinge Series are manufactured in Japan with the highest precision and use of ultra-light titanium. Both as sunglasses and prescription frames, they ensure a perfect visual experience.



P'8392 A – SPRING HINGE / DARK GREY
Technical sophistication meets design. The well thought-out and sophisticatedly constructed spring hinge is a functional and design element in one.



P'8942 O - SPRING HINGE / BLACK AND PLATINUM GREY
The P'8942 makes a statement with the technical sophistication of the open spring hinge. Fitted with VISION DRIVE™ Polarized lenses in grey.



P'8942 C - SPRING HINGE / GOLD
In the P'8942, F.A. Porsche's vision of design is perfectly realised: design is the elegance of function.

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