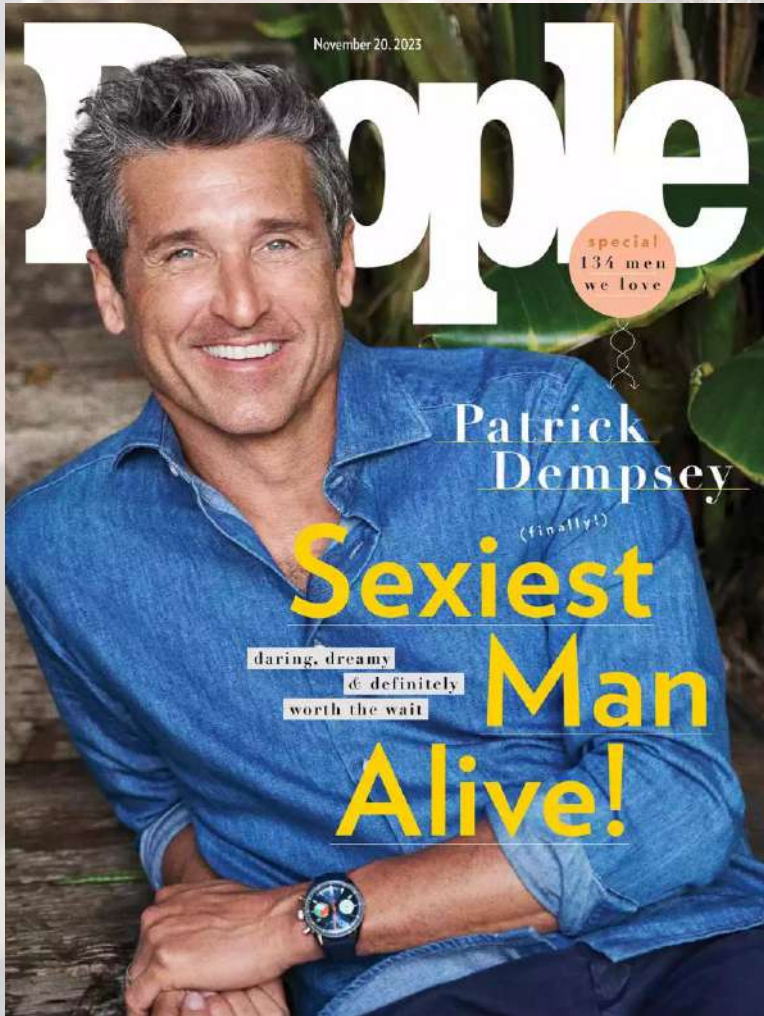


PORSCHE DESIGN

BRAND NEWS



DRIVING THE NEXT LAP WITH PATRICK DEMPSEY



People
SEXIEST
MAN
ALIVE

PORSCHE DESIGN

Future Brand Direction



ONE BRAND. ONE IDENTITY.

Merge of the Porsche automotive division and Porsche Design to create an overarching unique lifestyle brand.

- Using even more **synergies between automotive and eyewear** for exceptional products
- **New layout system for all “Porsche Brands”** to implement the design principles across all media
- **Enable the unmistakable, luxurious Porsche look** that people can experience again and again
- Creating a **lifestyle experience beyond automotive**

COLLECTION KEYPOINTS





























Bestsellers – SUN

1		P'8478	Heritage	launched August 2008
2		P'8508	Pure	launched April 2010
3		P'8964	Carbon Fiber	launched January 2023
4		P'8936	Liquid Titanium	launched January 2023
5		P'8947	Liquid Titanium	launched January 2023

Bestsellers – OPT

1		P'8753	Carbon Fiber	launched January 2023
2		P'8735	Liquid Titanium	launched January 2023
3		P'8752	Carbon Fiber	launched January 2023
4		P'8362	Liquid Titanium	launched August 2019
5		P'8746	Blade	launched August 2022

Collection Positioning and Divisions

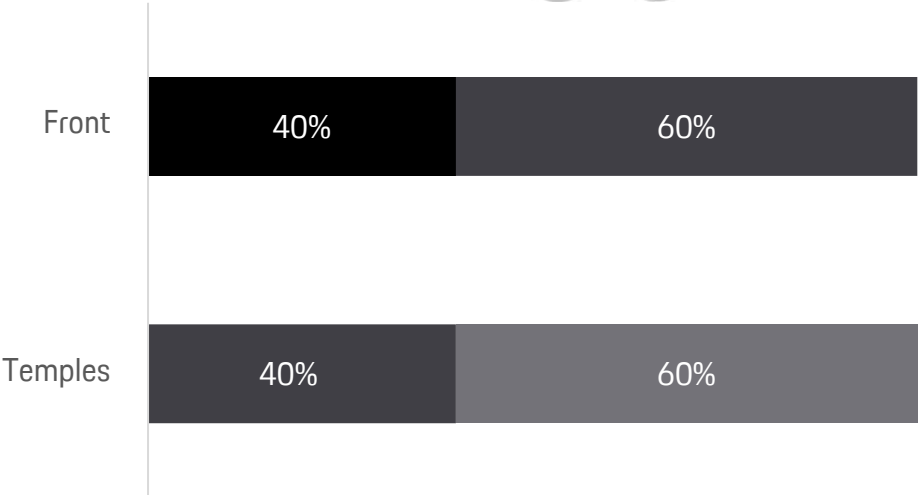
DESIGN CONCEPTS	<div>ICONICS</div> 	<div>PERFORMANCE</div> 	<div>PURISM</div> 	<div>READING TOOLS</div> 				
DESIGN SERIES	<div><p>P'8478</p><p>P'8928</p><p>P'8479</p></div>	<div><div><p>Cyber Tec</p><p>Carbon Fiber</p></div><div><p>Liquid Titanium</p><p>Flowing Titanium</p><p>Air Spring</p><p>Spring Hinge</p></div><div><p>Ball Tec</p><div><p>Hexagon</p><p>Wire Cut</p></div></div></div>	<div><div><p>Blade</p><p>Fusion</p><p>Motion</p><p>Metal Trim</p><p>Hooks</p><p>Ultra Light</p></div><div><p>Eternal</p><div><p>Pure</p><p>Flexible Purism</p><p>Hybrid</p><p>Pure Bionic</p></div></div></div>	<div></div>				
PRICE SEGMENT	<div>Beyond Core</div> <div>Design</div>	<div>Core</div>	<div>Beyond Core</div>	<div>Design</div>	<div>Base Price</div>	<div>Core</div>	<div>Beyond Core</div>	<div>Base Price</div>

OPTICAL LAUNCH 2024

Concept Overview – Styles Optical Launch 2024

SUNGLASS COLLECTION

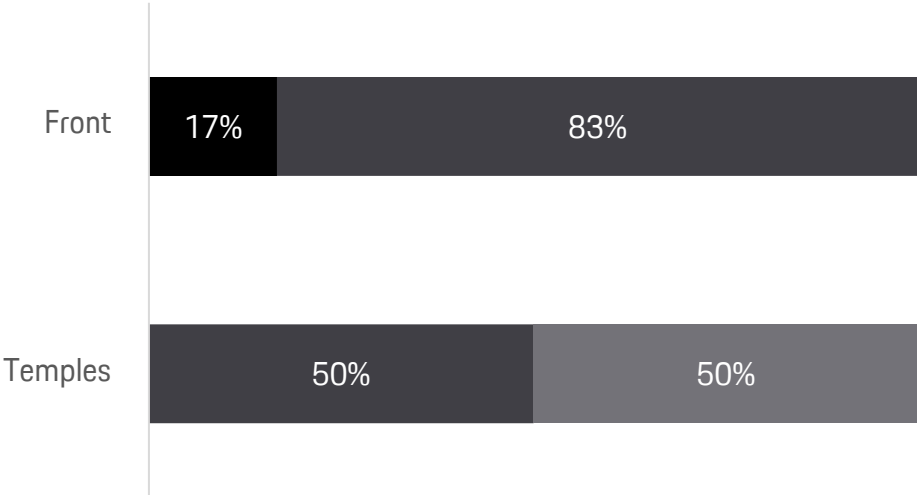
5 styles



■ Titanium ■ Metal ■ RXP

OPTICAL COLLECTION

6 styles



■ Titanium ■ Metal ■ RXP

Optical Launch 2024

BESTSELLER ADDITIONS

PERFORMANCE

HEXAGON



CYBER TEC

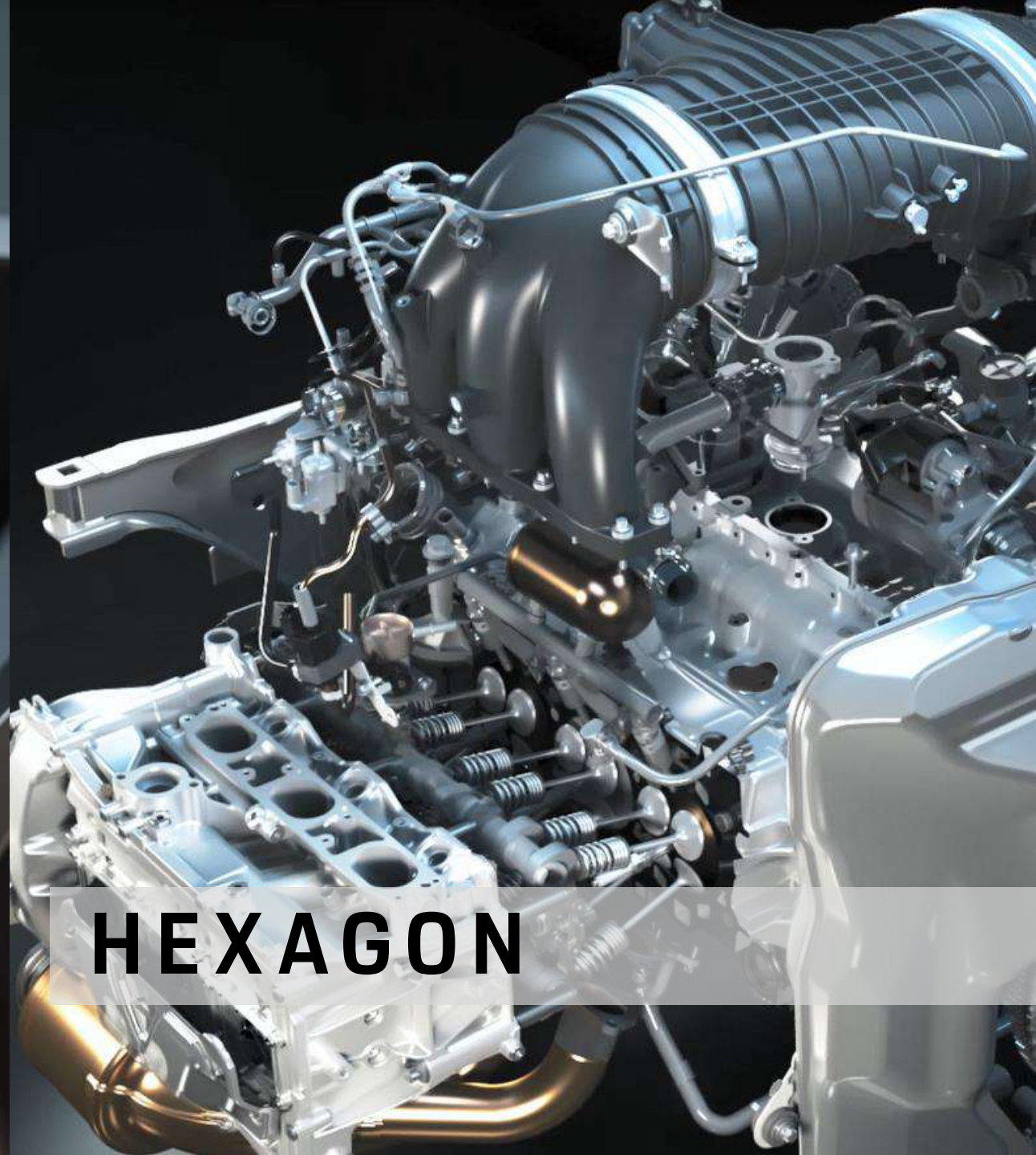


NEW SERIES

PURISM

ETERNAL





HEXAGON

Hexagon Storytelling



The Hexagon Series is inspired by **hexagonal screws in the Porsche motor block**. Its stability and precision are celebrated by four screws in the **100% titanium front** which are screwed manually. This emphasizes the perfection of the production. Thanks to the purist design language the Hexagon screws become the focus of attention.

WHY

- Inspired by the Iconics Hexagon in 2020
- Reflect the root of the brand – Passion, Performance, Motorsport
- We want our customers to “feel and experience motorsport in Eyewear”

HOW

- Inspired by the engine block of a Porsche 911 and the connection with Hexagon screws
- Unique symbioses of performance, functionality and honest design
- Sophisticated design through precision
- Purist design language sets the Hexagon screws in the focus of attention

WHAT

- The front is milled from solid titanium
- Individually hand-screwed
- 4 screws in the front
- Ultra lightweight and adjustable RXP temples for the perfect wearing comfort



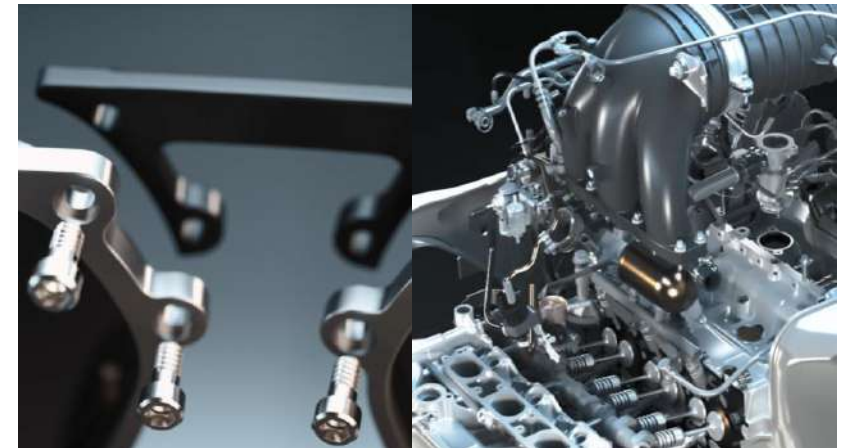


HOT PRODUCT – P'8972 - HEXAGON



STYLE CONCEPT

The Hexagon Series is inspired by **hexagonal screws in the Porsche motor block**. Its stability and precision are celebrated by four screws in the **100% titanium front** which are **screwed manually**. This emphasizes the perfection of the production. Thanks to the purist design language the Hexagon screws become the **focus of attention**.



PORSCHE DESIGN

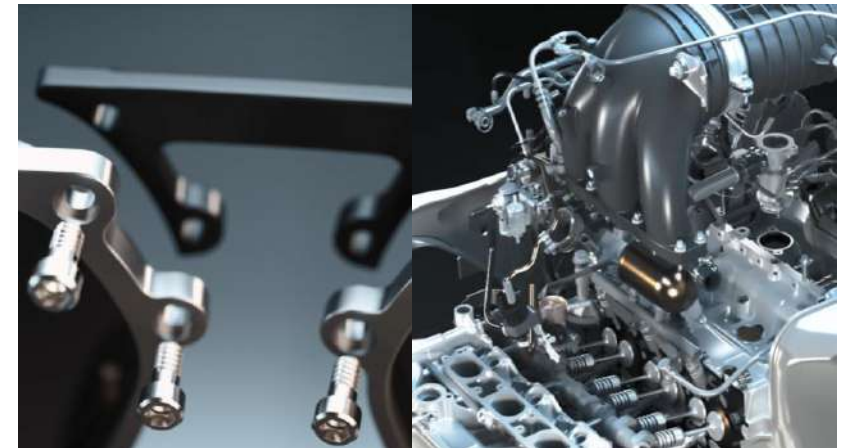


HOT PRODUCT – P'8971 - HEXAGON



STYLE CONCEPT

The Hexagon Series is inspired by **hexagonal screws in the Porsche motor block**. Its stability and precision are celebrated by four screws in the **100% titanium front** which are **screwed manually**. This emphasizes the perfection of the production. Thanks to the purist design language the Hexagon screws become the **focus of attention**.



PORSCHE DESIGN

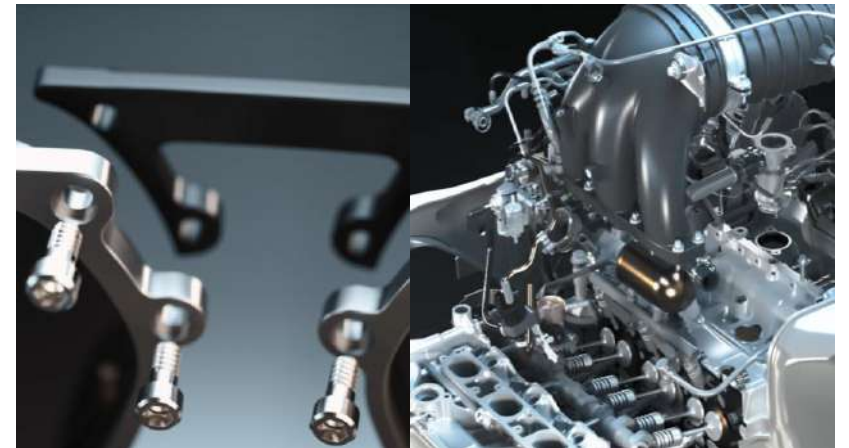


HOT PRODUCT – P'8764 - HEXAGON

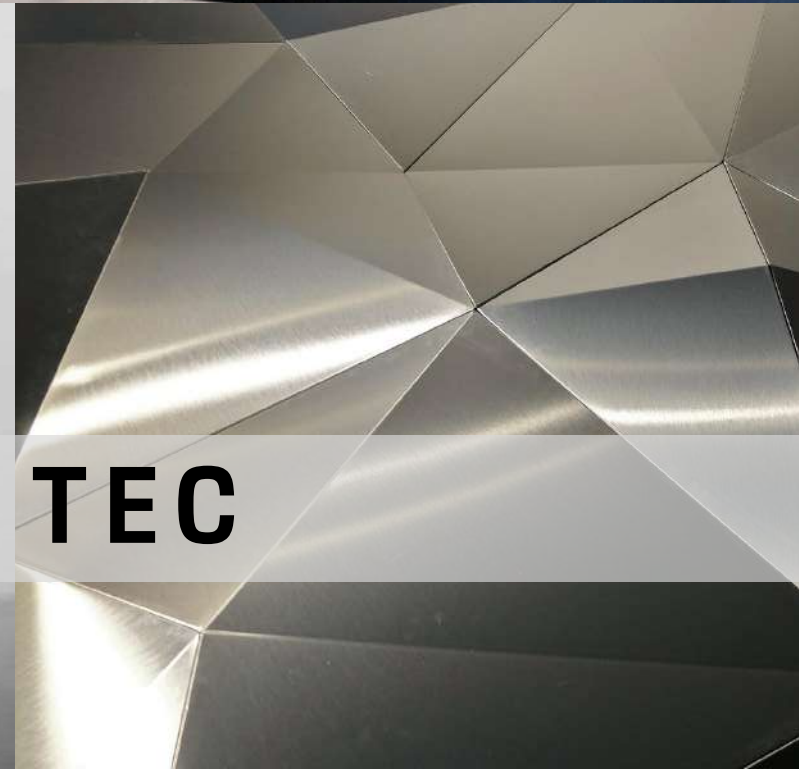


STYLE CONCEPT

The Hexagon Series is inspired by **hexagonal screws in the Porsche motor block**. Its stability and precision are celebrated by four screws in the **100% titanium front** which are **screwed manually**. This emphasizes the perfection of the production. Thanks to the purist design language the Hexagon screws become the **focus of attention**.



PORSCHE DESIGN



CYBER TEC

Cyber Tec Storytelling



The perfect interaction between **motorsport-inspired striking design and unmatched quality**. Cyber Tec stands for **exciting masculine form language**, exclusively using a **mix of high-performance RXP and stainless steel**. The result is a **futuristic** looking frame with complex **3-dimensional temple design**.

WHY

- Our vision was to create a concept with characteristics of future-oriented automotive design

HOW

- Striking, clean lines from the Porsche 911 GT2 RS were transferred to the frame
- Combined with distinctively modelled temple tips, which are inspired by the taillights of the Porsche 911
- Metal lugs with angular shaped surfaces intensify the masculine proportions

WHAT

- The mix of stainless steel and high-performance RXP guarantees maximum stability and lightness
- Different surfaces and materials of lug and temple to highlight the 3-dimensional design
- Metal core in temple tip for adjustability, flexibility and wearing comfort

HOT PRODUCT – P'8763 – CYBER TEC



STYLE CONCEPT

The perfect interaction between **motorsport-inspired striking design and unmatched quality**. Cyber Tec stands for **exciting masculine form language**, exclusively using a **mix of high-performance RXP and stainless steel**. The result is a **futuristic** looking frame with complex **3-dimensional temple design**.



PORSCHE DESIGN

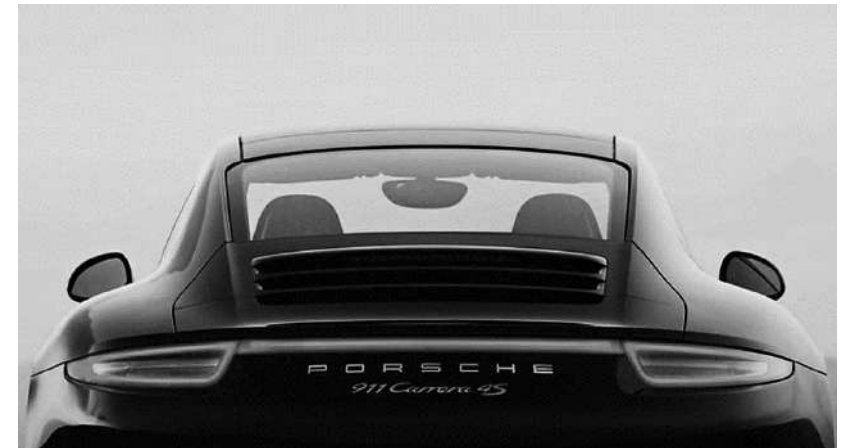


HOT PRODUCT – P'8770 – CYBER TEC



STYLE CONCEPT

The perfect interaction between **motorsport-inspired striking design and unmatched quality**. Cyber Tec stands for **exciting masculine form language**, exclusively using a **mix of high-performance RXP and stainless steel**. The result is a **futuristic** looking frame with complex **3-dimensional temple design**.



PORSCHE DESIGN

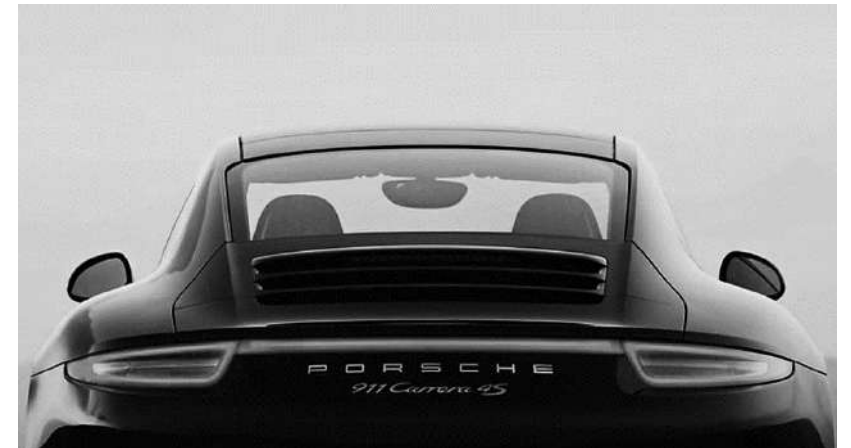


HOT PRODUCT – P'8949 – CYBER TEC



STYLE CONCEPT

The perfect interaction between **motorsport-inspired striking design and unmatched quality**. Cyber Tec stands for **exciting masculine form language**, exclusively using a **mix of high-performance RXP and stainless steel**. The result is a **futuristic** looking frame with complex **3-dimensional temple design**.



PORSCHE DESIGN



ETERNAL

Eternal Storytelling



A **tribute to our founder**: Inspired by the most successful unisex topseller and one of the **last models endorsed by F. A. Porsche** - the P'8508 - the Eternal series is taking us back to our origins. Following one of the brands' most influential credo "**less is more**" by the Bauhaus principle, we created a series **inspired by a classic, made for eternity**. It was **developed according the very first and original principle** of the P'8508 together with the Porsche Design Studio in Zell am See in Austria.

WHY

- Creating a frame that is as timeless and durable as the classic P'8508 which is one of the last models endorsed by F.A. Porsche more than 15 years ago and since then our unisex topseller
- Reflection of the Bauhaus principle - "less is more" which was one of the most important dogma of our founder

HOW

- Linear and purist design in combination with harmonious shapes
- Using the exceptional temple of the most successful unisex classic P'8508 and creating a series made for eternity
- Working together with the Studio in Zell am See in Austria and referring to the original design principles of the P'8508

WHAT

- Longlasting and durable stainless steel frame
- Timeless shapes in modern color combinations
- Purist design piece for everyday use
- A series that unites the original principles with contemporary design

A **classic** turning into a
series **made for eternity.**



HOT PRODUCT – P'8759 - ETERNAL



STYLE CONCEPT

A **tribute to our founder**: Inspired by the most successful unisex topseller and one of the **last models endorsed by F. A. Porsche - the P'8508** - the Eternal series is taking us back to our origins. Following one of the brands' most influential credo "**less is more**" by the Bauhaus principle, we created a series **inspired by a classic, made for eternity**.



PORSCHE DESIGN



HOT PRODUCT – P'8758 - ETERNAL



STYLE CONCEPT

A **tribute to our founder**: Inspired by the most successful unisex topseller and one of the **last models endorsed by F. A. Porsche - the P'8508** - the Eternal series is taking us back to our origins. Following one of the brands' most influential credo "**less is more**" by the Bauhaus principle, we created a series **inspired by a classic, made for eternity**.



PORSCHE DESIGN

HOT PRODUCT – P'8760 - ETERNAL



STYLE CONCEPT

A **tribute to our founder**: Inspired by the most successful unisex topseller and one of the **last models endorsed by F. A. Porsche - the P'8508** - the Eternal series is taking us back to our origins. Following one of the brands' most influential credo "**less is more**" by the Bauhaus principle, we created a series **inspired by a classic, made for eternity**.



PORSCHE DESIGN



HOT PRODUCT – P'8970 - ETERNAL



STYLE CONCEPT

A **tribute to our founder**: Inspired by the most successful unisex topseller and one of the **last models endorsed by F. A. Porsche - the P'8508** - the Eternal series is taking us back to our origins. Following one of the brands' most influential credo "**less is more**" by the Bauhaus principle, we created a series **inspired by a classic, made for eternity**.





HOT PRODUCT – P'8969 - ETERNAL



STYLE CONCEPT

A **tribute to our founder**: Inspired by the most successful unisex topseller and one of the **last models endorsed by F. A. Porsche - the P'8508** - the Eternal series is taking us back to our origins. Following one of the brands' most influential credo "**less is more**" by the Bauhaus principle, we created a series **inspired by a classic, made for eternity**.



OVERVIEW OPTICAL LAUNCH 2024

PERFORMANCE

HEXAGON

The series is inspired by **hexagonal screws** in the **Porsche motor block**. Its stability and precision are celebrated by **four screws** in the **100% titanium front** which are screwed manually. Thanks to the purist design language, the Hexagon screws become **the focus of attention**.



P8971



P8972



P8764

CYBER TEC

Motorsport-inspired striking design and unmatched quality. Cyber Tec stands for exciting masculine form language, exclusively using a **mix of high-performance RXP and stainless steel**. The result is a futuristic looking frame with complex **3-dimensional temple design**.



P8949



P8763



P8770

PURISM

ETERNAL

Inspired by the unisex topseller and one of the last models endorsed by F. A. Porsche - the **P'8508** - the Eternal series is taking us back to our origins. Following one of the brands' most influential credo "**less is more**" by the Bauhaus principle, we created a series **inspired by a classic, made for eternity**.



P8969



P8970



P8758



P8759



P8760

MARKETING ACTIVATION

Eyewear Campaign Shooting for 2024

AUTHENTIC MOMENTS
IN FOCUS



STORYTELLING



BEHIND THE SCENES

VALIDITY 01/01/2024 – 31/12/2024

PORSCHE DESIGN

ADV IMAGES 2024



VALIDITY 01/01/2024 – 31/12/2024

Full year campaign 2024

FOCUS TOPIC 1

ETERNAL



Quarter 1

FOCUS TOPIC 2

**VISION DRIVE &
HEXAGON**



Quarter 2

FOCUS TOPIC 3

SHOCK ABSORBER



Quarter 4

PORSCHE DESIGN

Overview Marketing Tools

FOCUS TOPIC ETERNAL

VISUALS WITH PATRICK DEMPSEY



SEASONAL POS MATERIAL



ONLINE MEDIA



CROPPINGS
OF ALL
CONTENT
AVAILABLE

TRAINING

SALES EXPERIENCE GUIDE



VISION DRIVE BOOKLET



DIGITAL

VIDEO BTS CAMPAIGN SHOOTING



CONTENT ON EMBROSA



LOOKBOOK 2024



Seasonal POP Kits January 2024

FOCUS TOPIC ETERNAL

SMALL



Lookbook 2024



Counter Display

including 4 - 5 exchangeable visuals

MEDIUM



Lookbook 2024



Counter Display

including 4 - 5 exchangeable visuals



3 Pieces Display

LARGE



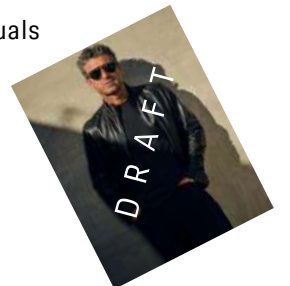
3 Pieces Display

including interchangeable visuals



Light Box

including 4 - 5 exchangeable visuals



Lookbook 2024

Note. Displays come without glasses

Institutional POP Material for Showcasing the Brand



PD Logo Block
PU00XD63N39



1 Piece Display
PUESXD63N18



Flat Display
PU00XD63N37



Counter Mirror
PU00XD63N43



Highlight Display
PUESXD63N22



Sales Experience Guide
CODE PENDING



Logo Banner
PU00XD63N02



3 Pieces Display
PUESXD63N17



Shelf Talker
PUESXD63N33

Making the Vision Drive Lens Technology™ experienceable



Banner Hexagon x Vision Drive
CODE PENDING



Vision Drive Shelf Talker
PU00XD63N19



Vision Drive Display 3 Categories
PUESXD63N11



**Counter Display Vision Drive English
with 3 interchangeable inlays**
PUESXD63N09



Vision Drive Display Polarized
PUESXD63N12



Vision Drive Booklet English
PU00XD63N24

Note. Displays come without glasses

THANK YOU!

