




PORSCHE DESIGN

P'81001

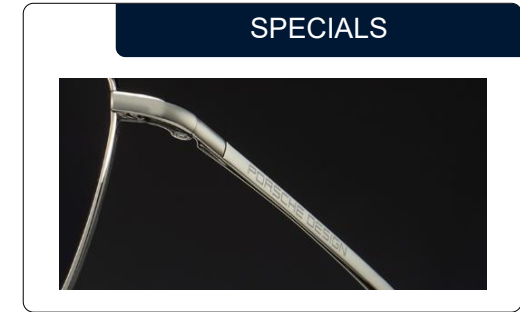
Men – Purism – Eternal

PORSCHE DESIGN

		
55	16	140
57	16	145



FRONT	Stainless Steel
TEMPLES	Stainless Steel
END TIPS	CP
FLEX	No



- SALES ARGUMENTS
- **WHY:** We believe in „less is more“. By emphasizing simplicity and functionality, we honor his legacy. Our goal is to create eyewear made for eternity.
 - **HOW:** By leveraging the temple design of the unisex classic P'8508, we crafted a series that stands the test of time.
 - **WHAT:** Durable stainless steel frames with timeless shapes in modern color combinations.



A black



C dark grey, olive



B gold, grey transparent






D brown, black

P'81002

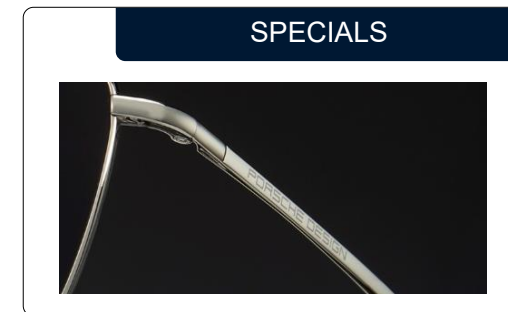
Men – Purism – Eternal

PORSCHE DESIGN

		
57	16	145



FRONT	Stainless Steel
TEMPLES	Stainless Steel
END TIPS	CP
FLEX	No



A black



C blue, grey



B palladium, black



D gold, black




SALES ARGUMENTS

- **WHY:** We believe in „less is more“. By emphasizing simplicity and functionality, we honor his legacy. Our goal is to create eyewear made for eternity.
- **HOW:** By leveraging the temple design of the unisex classic P'8508, we crafted a series that stands the test of time.
- **WHAT:** Durable stainless steel frames with timeless shapes in modern color combinations.

P'81003

Unisex – Purism – Eternal

PORSCHE DESIGN

		
53	18	140
55	18	145



A black



C dark green, black

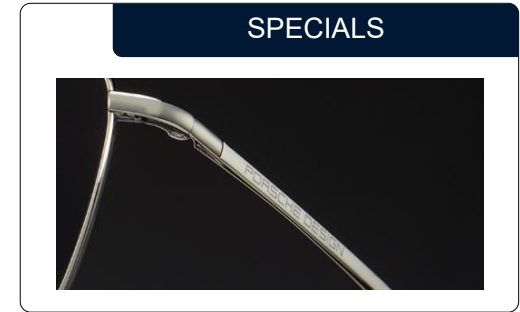


B palladium, black



D gold, black

FRONT	Stainless Steel
TEMPLES	Stainless Steel
END TIPS	CP
FLEX	No



SPECIALS



INSPIRATIONS




SALES ARGUMENTS

- **WHY:** We believe in „less is more“. By emphasizing simplicity and functionality, we honor his legacy. Our goal is to create eyewear made for eternity.
- **HOW:** By leveraging the temple design of the unisex classic P'8508, we crafted a series that stands the test of time.
- **WHAT:** Durable stainless steel frames with timeless shapes in modern color combinations.

P'81004

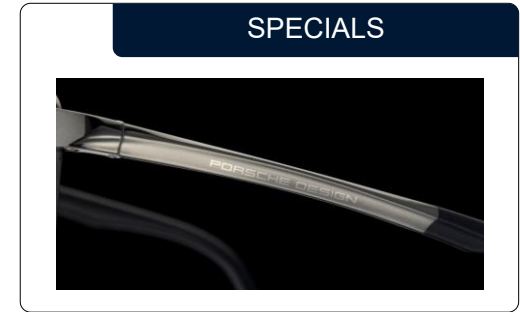
Men – Performance – Flowing Titanium

PORSCHE DESIGN

		
56	15	140
59	15	145



FRONT	Titanium
TEMPLES	Titanium
END TIPS	CP
FLEX	YES



INSPIRATIONS



A black



C dark grey, black



B gold, olive



D green, dark grey




SALES ARGUMENTS

- **WHY:** Embodying the spirit of timeless elegance & performance with the perfect blend of form & function, inspired by the iconic silhouette of the Porsche 911.
- **HOW:** By translating the elegant and aerodynamic lines of the Porsche 911 into a sophisticated temple design for which over 200 stamping steps are necessary.
- **WHAT:** In the time-intensive manufacturing process, the titanium gets super strong, corrosion- and heat-resistant. The frames are extremely durable and ultra-lightweight.

P'81005

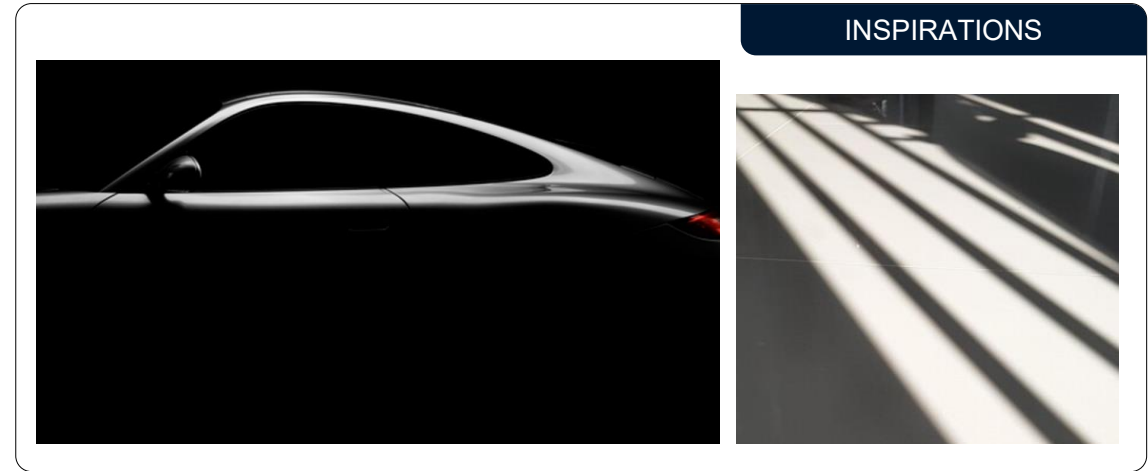
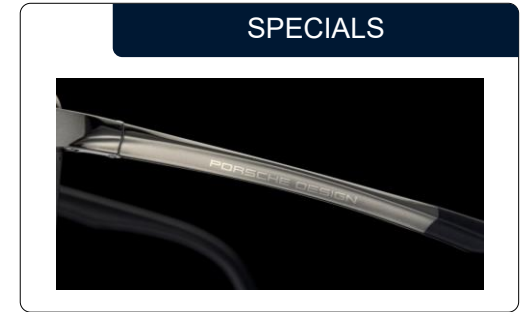
Men – Performance – Flowing Titanium

PORSCHE DESIGN

		
55	18	140
57	18	145



FRONT	Titanium
TEMPLES	Titanium
END TIPS	CP
FLEX	YES



A black, grey



C dark blue, grey



B dark grey, dark blue



D brown






- **WHY:** Embodying the spirit of timeless elegance & performance with the perfect blend of form & function, inspired by the iconic silhouette of the Porsche 911.
- **HOW:** By translating the elegant and aerodynamic lines of the Porsche 911 into a sophisticated temple design for which over 200 stamping steps are necessary.
- **WHAT:** In the time-intensive manufacturing process, the titanium gets super strong, corrosion- and heat-resistant. The frames are extremely durable and ultra-lightweight.

P'81006

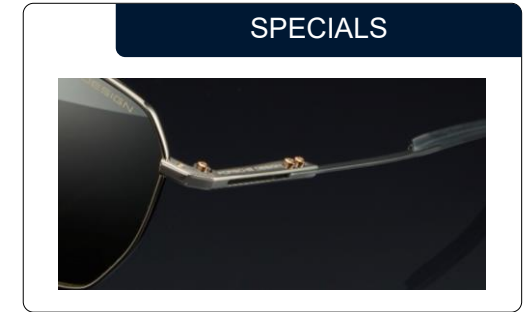
Men – Performance – Streamline

PORSCHE DESIGN

		
55	19	145



FRONT	RXP
TEMPLES	Titanium
END TIPS	CP
FLEX	No



A black, dark grey



C dark blue, grey



B olive, black



D grey, red




SALES ARGUMENTS

- **WHY:** Transferring the racetrack thrill by taking inspiration of the aerodynamic design of Porsche motorsport vehicles and translate it into frames with engineered elegance.
- **HOW:** By blending cutting-edge technology and innovative in the unique temple design inspired by the unmistakable gear design of the Porsche 911 GT3 RS.
- **WHAT:** Racetrack-inspired eyewear with a unique gear hinge & temple construction, as well as aerodynamic shapes out of 100% titanium, unparalleled in durability.

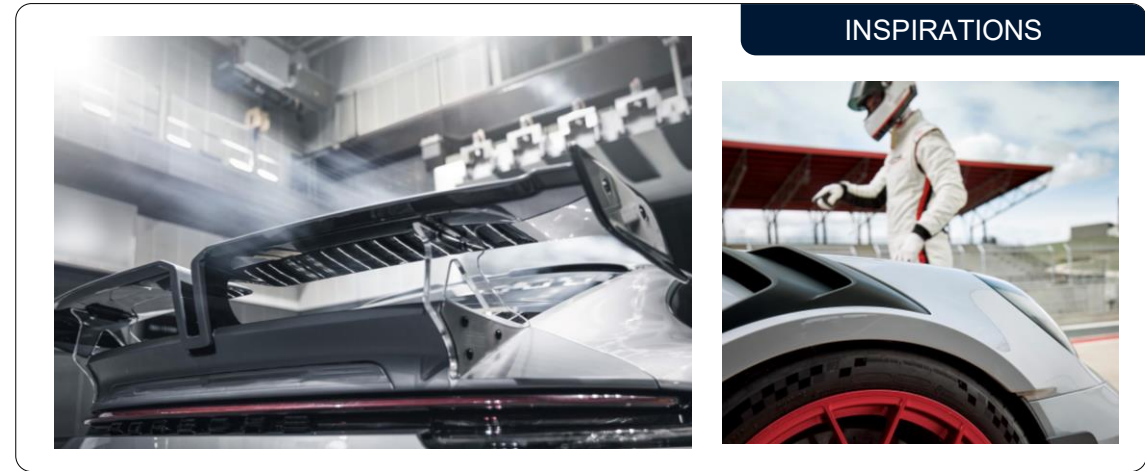
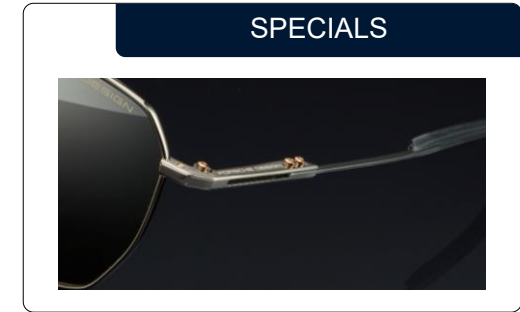
P'81007

Men – Performance – Streamline

PORSCHE DESIGN

		
56	14	140
58	14	145

FRONT	Titanium
TEMPLES	Titanium
END TIPS	CP
FLEX	No



- SALES ARGUMENTS
- **WHY:** Transferring the racetrack thrill by taking inspiration of the aerodynamic design of Porsche motorsport vehicles and translate it into frames with engineered elegance.
 - **HOW:** By blending cutting-edge technology and innovative in the unique temple design inspired by the unmistakable gear design of the Porsche 911 GT3 RS.
 - **WHAT:** Racetrack-inspired eyewear with a unique gear hinge & temple construction, as well as aerodynamic shapes out of 100% titanium, unparalleled in durability.



A black, grey



C dark blue, black



B palladium, red






D dark grey, grey

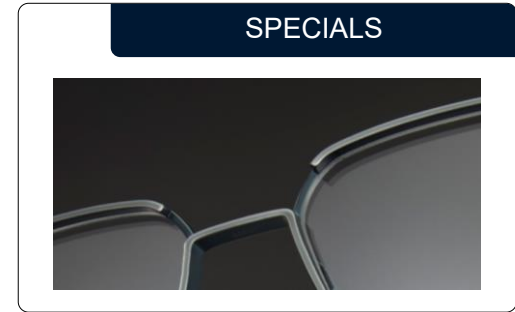
P'81008

Men – Progressive – Targa

PORSCHE DESIGN

		
55	16	150

FRONT	Titanium
TEMPLES	RXP
END TIPS	RXP
FLEX	No



A black



C gold, black



B dark grey, black



D blue, black

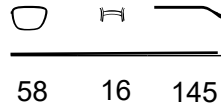
SALES ARGUMENTS

- **WHY:** Rethink eyewear and transfer the passion and the automotive spirit into our designs and explore new ways to enhance protection of eyewear.
- **HOW:** Taking inspiration from the Porsche 911 Targa roll bar for a distinctive design with a construction for best lens protection. The predecessor is the Iconic from 2025.
- **WHAT:** Unique fronts milled from titanium, with extraordinary cut-outs. Subtle color accents add an extra touch. Combined with RXP temples, the frames become super light.

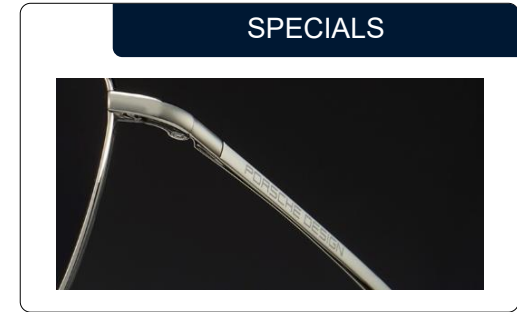
P'86001

Men – Purism – Eternal

PORSCHE DESIGN



FRONT	Stainless Steel
TEMPLES	Stainless Steel
END TIPS	CP
LENSES	Vision Drive (PC)
GLAZABLE	YES



SALES ARGUMENTS

- **WHY:** We believe in „less is more“. By emphasizing simplicity and functionality, we honor his legacy. Our goal is to create eyewear made for eternity.
- **HOW:** By leveraging the temple design of the unisex classic P'8508, we crafted a series that stands the test of time.
- **WHAT:** Durable stainless steel frames with timeless shapes in modern color combinations.



A black | lens brown



C blue, dark grey | lens grey (POL)



B palladium, black | lens gradient grey

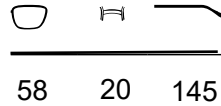


D brown, black | lens green (POL XTR)

P'86002

Men – Performance – Flowing Titanium

PORSCHE DESIGN



A black | lens green (POLXTR)



C olive, brown | lens brown

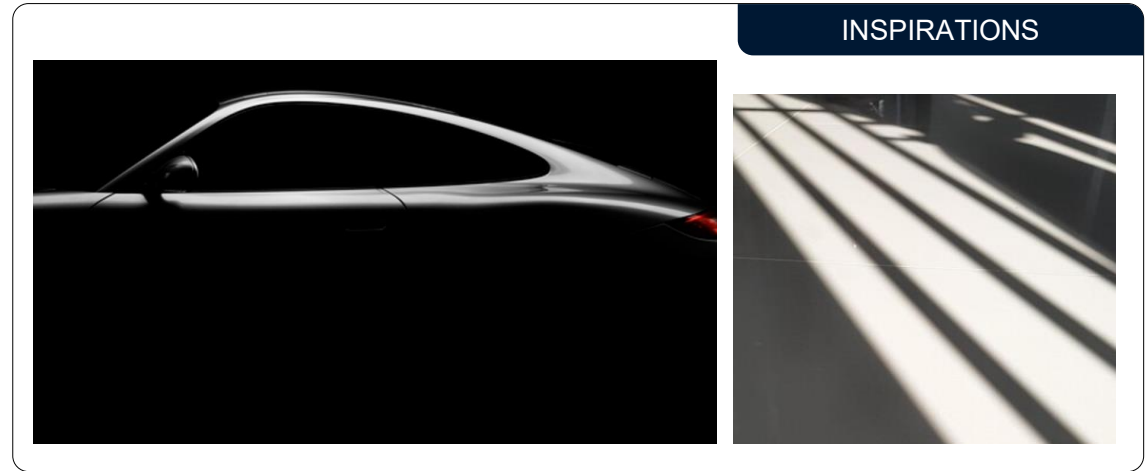
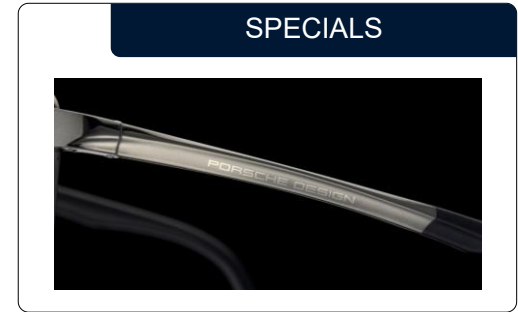


B dark blue, dark grey | lens grey (POL)



D light grey, palladium | lens gradient grey

FRONT	RXP
TEMPLES	Titanium
END TIPS	CP
LENSES	Vision Drive (PC)
GLAZABLE	YES

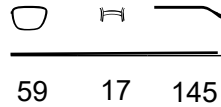


- SALES ARGUMENTS**
- **WHY:** Embodying the spirit of timeless elegance & performance with the perfect blend of form & function, inspired by the iconic silhouette of the Porsche 911.
 - **HOW:** By translating the elegant and aerodynamic lines of the Porsche 911 into a sophisticated temple design for which over 200 stamping steps are necessary.
 - **WHAT:** In the time-intensive manufacturing process, the titanium gets super strong, corrosion- and heat-resistant. The frames are extremely durable and ultra-lightweight.

P'86003

Men – Performance – Flowing Titanium

PORSCHE DESIGN



A black, dark grey | lens grey (POL)



C olive, gold, brown | lens green (POLXTR)

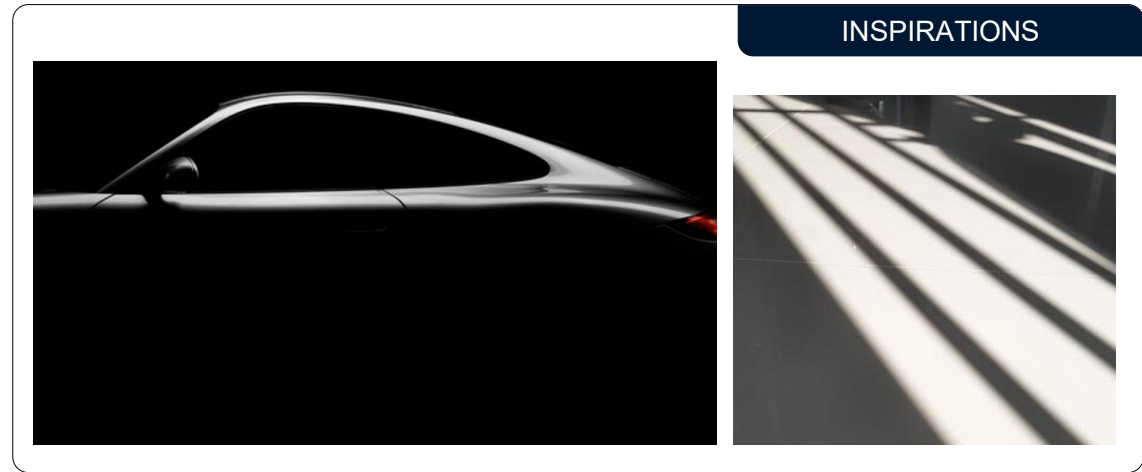
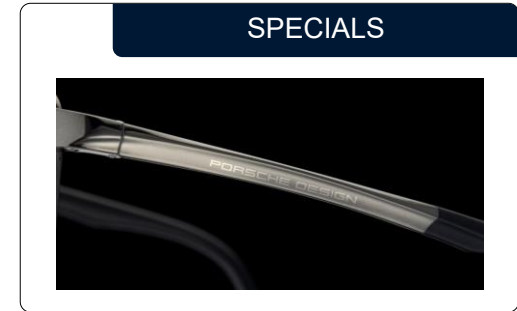


B dark brown, brown | lens brown



D dark grey, blue, black | lens blue black mirror

FRONT	RXP
TEMPLES	Titanium
END TIPS	CP
LENSES	Vision Drive (PC)
GLAZABLE	YES






- SALES ARGUMENTS**
- **WHY:** Embodying the spirit of timeless elegance & performance with the perfect blend of form & function, inspired by the iconic silhouette of the Porsche 911.
 - **HOW:** By translating the elegant and aerodynamic lines of the Porsche 911 into a sophisticated temple design for which over 200 stamping steps are necessary.
 - **WHAT:** In the time-intensive manufacturing process, the titanium gets super strong, corrosion- and heat-resistant. The frames are extremely durable and ultra-lightweight.

P'86004

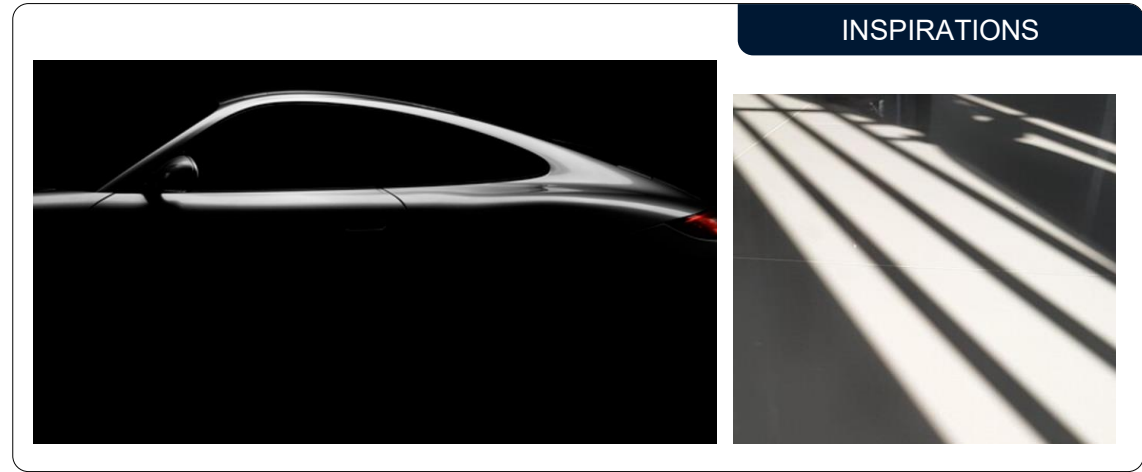
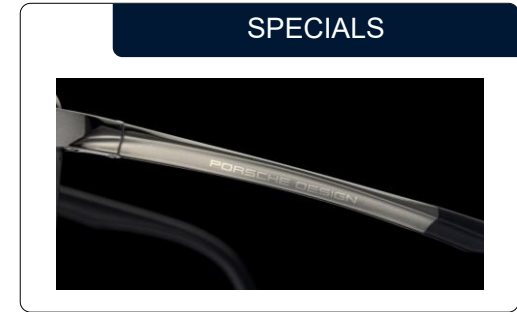
Men – Performance – Flowing Titanium

PORSCHE DESIGN

		
60	15	140
62	15	145



FRONT	Titanium
TEMPLES	Titanium
END TIPS	CP
LENSES	Vision Drive (PC)
GLAZABLE	YES



A black, grey | lens grey (POL)



C dark blue, grey | lens gradient grey



B gold, olive | lens olive






D brown, olive | lens brown (POL XTR)

- SALES ARGUMENTS**
- **WHY:** Embodying the spirit of timeless elegance & performance with the perfect blend of form & function, inspired by the iconic silhouette of the Porsche 911.
 - **HOW:** By translating the elegant and aerodynamic lines of the Porsche 911 into a sophisticated temple design for which over 200 stamping steps are necessary.
 - **WHAT:** In the time-intensive manufacturing process, the titanium gets super strong, corrosion- and heat-resistant. The frames are extremely durable and ultra-lightweight.

P'86005

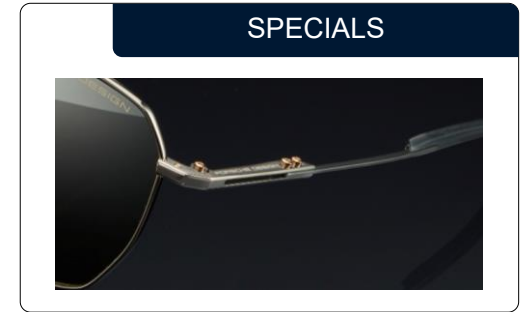
Men – Performance – Streamline

PORSCHE DESIGN

		
61	13	145



FRONT	Titanium
TEMPLES	RXP
END TIPS	CP
LENSES	Vision Drive (PC)
GLAZABLE	YES



A black, grey | lens blue mirror



C gold, black | lens gradient grey



B palladium, black | lens grey (POL)



D dark grey, grey | lens green (POL XTR)




SALES ARGUMENTS

- **WHY:** Transferring the racetrack thrill by taking inspiration of the aerodynamic design of Porsche motorsport vehicles and translate it into frames with engineered elegance.
- **HOW:** By blending cutting-edge technology and innovative in the unique temple design inspired by the unmistakable gear design of the Porsche 911 GT3 RS.
- **WHAT:** Racetrack-inspired eyewear with a unique gear hinge & temple construction, as well as aerodynamic shapes out of 100% titanium, unparalleled in durability.

P'86006

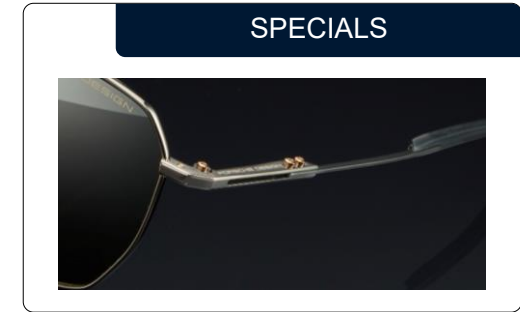
Men – Performance – Streamline

PORSCHE DESIGN

		
56	19	145



FRONT	RXP
TEMPLES	Titanium
END TIPS	CP
LENSES	Vision Drive (PC)
GLAZABLE	YES



A black, dark grey | lens green (POL XTR)



C olive, brown, grey | lens grey (POL)



B light grey, red | lens blue black mirror



D blue, palladium | lens gradient grey

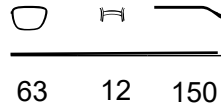
SALES ARGUMENTS

- **WHY:** Transferring the racetrack thrill by taking inspiration of the aerodynamic design of Porsche motorsport vehicles and translate it into frames with engineered elegance.
- **HOW:** By blending cutting-edge technology and innovative in the unique temple design inspired by the unmistakable gear design of the Porsche 911 GT3 RS.
- **WHAT:** Racetrack-inspired eyewear with a unique gear hinge & temple construction, as well as aerodynamic shapes out of 100% titanium, unparalleled in durability.

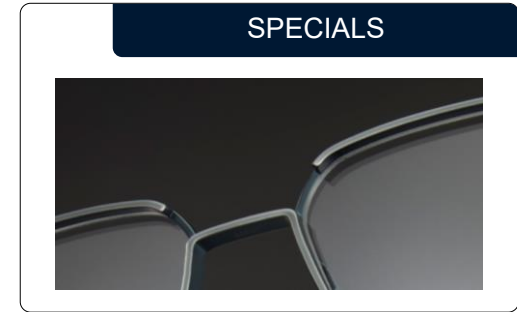
P'8995

Men – Progressive – Targa Series

PORSCHE DESIGN



FRONT	Titanium
TEMPLES	RXP
END TIPS	RXP
LENSES	Vision Drive (PC)
GLAZABLE	YES



- SALES ARGUMENTS**
- **WHY:** Rethink eyewear and transfer the passion and the automotive spirit into our designs and explore new ways to enhance protection of eyewear.
 - **HOW:** Taking inspiration from the Porsche 911 Targa roll bar for a distinctive design with a construction for best lens protection. The predecessor is the Iconic from 2025.
 - **WHAT:** Unique fronts milled from titanium, with extraordinary cut-outs. Subtle color accents add an extra touch. Combined with RXP temples, the frames become super light.



A black | lens brown



C silver, black | lens grey (POL)



B dark grey, black | lens green (POL XTR)

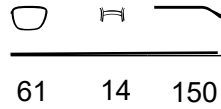


D dark grey, green | lens blue black mirror

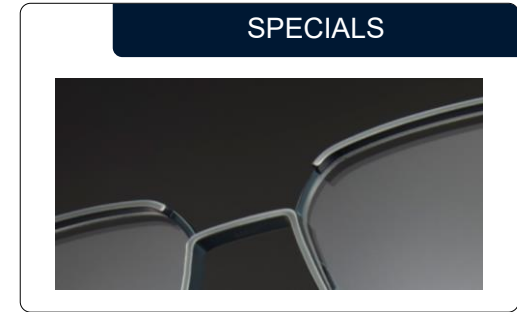
P'8996

Men – Progressive – Targa Series

PORSCHE DESIGN



FRONT	Titanium
TEMPLES	RXP
END TIPS	RXP
LENSES	Vision Drive (PC)
GLAZABLE	YES



A black | lens strong dark blue mirror



C gold, black | lens green (POL XTR)



B silver grey | lens grey (POL)



D olive green, black | lens brown

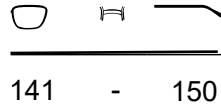
- SALES ARGUMENTS**
- **WHY:** Rethink eyewear and transfer the passion and the automotive spirit into our designs and explore new ways to enhance protection of eyewear.
 - **HOW:** Taking inspiration from the Porsche 911 Targa roll bar for a distinctive design with a construction for best lens protection. The predecessor is the Iconic from 2025.
 - **WHAT:** Unique fronts milled from titanium, with extraordinary cut-outs. Subtle color accents add an extra touch. Combined with RXP temples, the frames become super light.

P'86007

Men – Progressive – Targa Series

PORSCHE DESIGN

ORLANDO BLOOM EDITION (LIMITED)



A titanium, black | lens grey

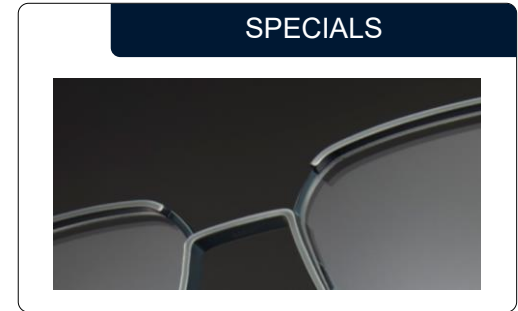


C black, palladium | lens strong blue mirror



B gold, olive green | lens brown

FRONT	Titanium
TEMPLES	RXP
END TIPS	RXP
LENSES	Vision Drive (PC)
GLAZABLE	NO



- ### SALES ARGUMENTS
- **WHY:** Rethink eyewear and transfer the passion and the automotive spirit into our designs and explore new ways to enhance protection of eyewear – together with Orlando Bloom.
 - **HOW:** Taking inspiration from the Porsche 911 Targa roll bar for a distinctive design with a construction for best lens protection. The predecessor is the Iconic from 2025.
 - **WHAT:** A unique style developed with Orlando Bloom. The shield front milled from titanium features extraordinary cut-outs. Subtle color accents add an extra touch.




P'8478

Unisex – Heritage

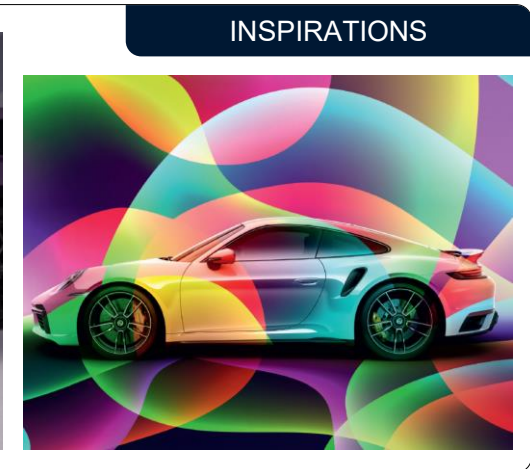
PORSCHE DESIGN

LADIES CAPSULE (LIMITED AVAILABILITY)



		
66	10	135
69	10	135

FRONT	Titanium
TEMPLES	Titanium
END TIPS	CP
LENSES	Vision Drive (PC)
GLAZABLE	YES



- SALES ARGUMENTS
- **WHY:** We believe in innovative features and our heritage. In 1978 our founder F. A. Porsche developed a frame that can be adapted to different lighting conditions.
 - **HOW:** By blending form and function we created the worlds first sunglasses with interchangeable lens mechanism. Until today the P'8478 has maintained its relevance.
 - **WHAT:** A symbol of timeless elegance and a testament to the power of forward-thinking design. Our four new ladies' colors and lenses add a fresh touch to the collection.



F gold, rose | lens terra cotta; gradient brown



K palladium, pink | lens pink gradient; mercury silver mirror



G green, plum | lens purple gradient; olive



L blue, white | lens gradient blue; gradient grey