

Porsche Design celebrates 40th anniversary with new sunglass models

By **Mary Jane Pittilla** in **Munich, Germany** on January, 23 2018 | Fashion, Bags & Accessories



Porsche Design celebrates its 40-year anniversary with an exclusive “40Y” Special Edition of the signature P’8478 model

Rodenstock has unveiled details of the new Porsche Design sunglasses as the German lifestyle specialist celebrates its 40-year anniversary with an exclusive “40Y” Special Edition of the P’8478 model.

In 1978, Porsche Design created the world’s first sunglasses with replaceable lenses, the luxury P’8478 model. More than 9 million spectacles have been sold.

For the 40th anniversary, the exclusive lifestyle brand is presenting the P’8478 in a limited special

edition "40Y".

The sunglasses have a matt-black titanium frame as well as golden highlights on the emblematic elements of the spectacles, the nose bridge and lens holders. The special edition appears in an exclusive package with a specially created travel box, four additional interchangeable lenses as well as a high-quality case.



Porsche Design's Ti-Namic model for Spring/Summer 2018 has a sporty titanium design inspired by automobile construction

Designed in close cooperation between the Studio F. A. Porsche in Zell am See, Austria and Rodenstock, the sunglasses bear the DNA of the brand.

The four interchangeable lenses come in the colors blue gradient, brown, olive/silver mirrored and mercury/silver mirrored. The new model is available in two sizes, and each size is limited to 911 items.

To mark the 40th anniversary of Porsche Design Eyewear, another innovative highlight of the Iconics series will be presented at the beginning of 2018: the Porsche Design Laser Cut.

Porsche Design unveils new eyewear models for 2018

Porsche Design and Rodenstock presented the new Porsche Design Spring/Summer 2018 Eyewear Collection at the Opti trade fair in Munich.

The 14 new eyewear models include one Iconics model, six sunglasses models and seven correction

frames that seek to reflect the functional design that has characterized Porsche Design for more than 40 years.

Highlights include the limited Iconics Laser Cut model as well as the dynamic Ti-Namic line.

With the Laser Cut (P'8663), Porsche Design has a frame of 100% titanium, with cut-outs in the side areas of the middle section. The grey-tinted sunglasses lenses are milled precisely so that they are flush where they meet the outer edge of the frame.

Through the innovative processing technology, the lens gives the impression that it is floating in the wraparound titanium band. Porsche Design used pure material in the design. The P'8663 has no lacquering. The Porsche Design logo is engraved in the titanium temples via a special laser technique.

The P'8663 supplements the Iconics series with another exclusive model. The Laser Cut belongs to the Gold category of Iconics and is therefore limited to 911 items. The spectacles, including an elegant case, have a specially designed box.

The Ti-Namic model has a sporty design in titanium material inspired by automobile construction. Four new models – two sunglasses and two optical spectacles – were created with a purist and sporty design.

The striking shape of the titanium temples, which recall the side air intakes of sports cars, is made possible through a modern 3D pressing process. They are comfortable thanks to their flexibility in combination with the extremely light titanium frame.