

New Porsche Design models set to wow buyers in Singapore



One lucky sunglasses buyer at the TFWA Asia Pacific fair will be walking away with this limited-edition Glued Visor model

Porsche Design, manufactured and distributed under license by Rodenstock, will be returning to the TFWA Asia Pacific exhibition this year with highlights from its Spring/Summer 2019 collection (Stand number: H10).

This year, one lucky sunglasses buyer will be walking away with the limited-edition Glued Visor model.

The Glued Visor P'8664 combines technological innovation and functional design, making use of an adhesive technique from the automobile industry in which a robot applies a high-tech adhesive to the titanium frame with the highest precision.

Limited to 911 specimens worldwide, the P'8664 was awarded the German Design Award 2019 and is presented in an exclusive edition box with an elegant case. Retailing at €795 (US\$900), Rodenstock is holding a draw for a pair of Glued Visor sunglasses during the Singapore show.

The draw is exclusive to sunglass buyers who leave a business card at the Rodenstock stand. The draw will be made at 4pm on Wednesday, May 15.

"We're very excited to be returning to Singapore this year; it's a great show in an amazing region where we are steadily building our business with Porsche Design's men's collection," said Petra Eckhardt-Koestler, Rodenstock's Head of Travel Retail.

"As passenger figures in the region grows - and with Asian travelers increasingly looking for iconic Western brands - we see a natural increase in demand for sunglasses. Porsche Design stands out because of its iconic status, superior quality, innovative design and impeccable styling - we have designs to suit all tastes and even offer Asian sizing."

Also highlighted on the stand will be the Porsche Design Classic P'8478 in Neomint - the Color of the Year - which combines functional design with high-quality materials. This new Neomint version is limited to 2,000 pieces worldwide.

Porsche Design's Sidewall P'8674 sunglasses are being reissued for the SS19 collection: Sidewall. Utilizing an elaborate manufacturing process in combination with robust materials and functional design, the P'8674 provides optimum protection against wind and sunlight from the side. These

unisex sunglasses are available in black, gold and grey.

The Air Intake P'8668 sunglasses are inspired by the automobile industry and are designed for sports activities due to the cooling effect felt while wearing them. The striking metal badge features the lasered Porsche Design logo. The nose pads and end pieces, made of slip-resistant elastomer, can be adjusted to your head shape. In addition to striking black with grey-blue mirrored lenses, this style is also available in transparent grey with olive-colored mirrored lenses and end pieces in racing red.