

## Porsche Design holds exclusive Rouge DF event to celebrate launch



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Porsche Design announced the launch of its stylish collections at the Rouge Duty Free Port Store on the island of Grenada with an exclusive event for invited guests. The lifestyle brand's collections showcase the perfect combination of purist design and intelligent function with the highest level of technological innovation and will further enhance the sunglasses category offer for the retailer.

To celebrate the launch of its luxury collections at the island's duty free stores, Porsche Design held a special event for members of an exclusive society, who received invitations delivered by courier and experienced full luxury treatment.

Upon arrival, guests were treated to a musical performance, as well as appetizers. They also had the opportunity to sample the latest Porsche Design styles including its Fall/Winter 2020 Collection, which showcases the brand's passion for perfect shape and innovative materials.

"A luxury brand is about more than just products, it is about lifestyle and luxury experiences too. This event gave our exclusive guests a chance to immerse themselves in the Porsche Design brand at a dedicated event," says Raymond Kattoura, Director of Purchasing & Operation, Rouge Duty Free.

Rouge Duty Free offers a fusion of the latest travel retail products with a modern, upscale local

market feel. Its mission is to provide the finest brands alongside an excellent and exciting retail experience.