

# Porsche Design introduces new eyewear line for FW2020



Based on the iconic design, the P'8928 pays homage to the world's first sunglasses with interchangeable lenses created by Professor Ferdinand Alexander Porsche in 1978

The exclusive Porsche Design lifestyle brand presents its eyewear collection for Fall/Winter 2020. The new models epitomize the precision and perfection of shape and design at a high-level of technological innovation. Offering functionality and forward thinking, the passion for using innovative materials is noticeable in all of the spectacles in the new collection. The new lines will be on display at the TR Marketplace and Moodie Davitt Virtual Travel Retail Expo.

## **Iconic: P'8928 - a homage to the P'8478**

In 1978, Professor Ferdinand Alexander Porsche created the P'8478, the world's first sunglasses with interchangeable lenses – a true style icon that is still being produced today with an almost unchanged design.

Based on this classic design, the new P'8928 sunglasses prevail with an angular look. In keeping with the design, the characteristic clasp was adapted to the new lens shape and suits the spirit of today.

## **Ultra-Light - reduction to the essentials**

The styling of the new models (P'8381, P'8382 and P'8916) from the Ultra-Light line is reduced to the minimum – timeless, simple and elegant.

The temples and front are characterised by clear lines and flowing styling. The integrated bridge with nose pads exemplifies the refinement in the minimalistic design of the spectacles. The lugs create a well thought out transition to the temples and have a filigree effect, but prevail with high stability.

The frame has an almost rimless sense through the use of very finely wrought titanium. With a frame that only weights 5-grams, it's the lightest Porsche Design spectacles of all time through a reduction to the essentials.

## **Liquid Titanium - like liquid metal**

A dynamic design meets unique lightness in the models of the Liquid Titanium series. Three-dimensional temples made of 100% titanium offer a thrilling interplay of light and shadows. The current bestseller, P'8362, has been supplemented with the gold shiny color.

## **Fusion - contrasts in the shape, material and surface**

The Porsche Design Fusion models showcase the contrasts in shape, material and surface. The high-performance plastic RXP features metal, shiny on matt surfaces and narrow temples on a striking front. This results in frames with a technoid, futuristic style.

Two unique eyewear models – as correction spectacles in the squared aviator shape (P'8366) and as sunglasses in the hip carrée shape (P'8690) – supplement the Fusion line in the new collection.