

Porsche Design sets the trends in sporty new eyewear collection



This Neomint Colour of the Year P'8478 model from Porsche Design is an on-trend Neomint color version of the world's first sunglasses with replaceable lenses

Porsche Design is set to showcase its innovative 2019 Spring/Summer range at the Summit of the Americas (Booth number: 724).

The new collection, manufactured and distributed under license by Rodenstock, mixes sporty and stylish statements through purist design. It includes:

Neomint - The Colour of the Year P'8478: This model is a Neomint color version of the world's first sunglasses with replaceable lenses. Limited to only 2,000 pieces worldwide, Neomint is one of the trend colors of 2019 and brings science and technology into harmony with a natural color, according to Porsche Design. The lens holders as well as nose bridge are designed to make this P'8478 model into a collector's item.

In 2019, Porsche Design is reinventing its fashionable Sidewall design with a modern twist. The purist front of the Sidewall P'8674 prevails with flat lenses, designed to make the side inserts even more striking.

Through the elaborate manufacturing process in combination with the robust materials and functional design, the P'8674 provides optimum protection against wind and sunlight, the company said. It is available in black, gold and grey.

Inspired by the automobile industry, the sporty Air Intake P'8668 sunglasses give the wearer a cooling effect during sporting activities. While the front nestles up against the face through an anatomically functional curve, the striking metal badge with the lasered Porsche Design logo gives the spectacles their high-quality look. The adjustable nose pads and temple ends made of slip-resistant elastomer can be adjusted to the individual head shape for comfort, even for recreational sports.

In addition to striking black with grey-blue mirrored lenses, the P'8668 is also available in transparent grey with olive-colored mirrored lenses and temple ends in Racing Red.

Lastly, Porsche Design's top-selling aviator spectacles are now also available as correction frames. The Aviator RX P'8355 makes a fashion statement, but still prevails through purist shapes. Made from ultra-light titanium, the sides and front were designed according to bionic principles; hence they are stable and simultaneously material-saving and flexible.

Rodenstock's Head of Travel Retail, Petra Eckhardt-Koestler, said: "We have been exhibiting at the Orlando show for a number of years now, and we still look forward to it year after year.

"This is the ideal opportunity for Porsche Design to showcase its new collections to major travel retail operators in Latin America and North America.

"These new collections are a mixture of functional designs, fashionable looks and unbeatable quality. We look forward to introducing the new designs to our current partners, and to those that are less familiar with the brand."