

Porsche Design brings 3 new eyewear concepts to travel retail



The Hybrid Range aims to break design rules. It features a reduced upper edge of the frame while the main material is put at the lower edge of the spectacles as a design element. This contemporary and forward-looking collection is aimed at all design-savvy customers

Lifestyle brand Porsche Design has brings three brand new concepts to travel retail, as always combining unique design with maximum functionality.

The company's new ranges to be released for travel retail shoppers in 2022 include the Hexagon range, the Cyber Tec range and the Hybrid Range, which all launched in January.



he Cyber Tec Range takes design cues from the iconic Porsche 911, with its striking, clear outline, as well as the earpiece elements that serve as a reminder of the rear lights of the sport car. The Cyber Tec range has an exciting and masculine design

Rodenstock Director Global Retail and International Key Accounts Eyewear Lucas Gestin said: “This year is an exciting one for Porsche Design as this iconic lifestyle brand marks its 50th anniversary. It is fitting for a brand with style and innovation at its heart that half a century after it started, it is continuing to produce exciting and ground-breaking designs which will capture the attention of customers all over the world.

“As shoppers return to travel retail, they are looking for excitement and newness. The sunglasses category will play a key role in the coming recovery thanks to its inherent link with the travel experience, and these new ranges will stand out both on-shelf and online for retail partners.”