

# Porsche Design eyes special edition for China Duty Free Group



Porsche Design's limited-edition sunglasses for CDFG stores feature a new mercury silver mirror glass color and carry a temple print of CDFG Exclusive

Porsche Design is to release a new travel retail exclusive pair of sunglasses, based on its popular P'8531 range, in China Duty Free Group (CDFG) stores from September 2019.

Only 500 pairs of the P'8531 CDFG Special Edition will be exclusively available in downtown and airport locations such as Haitang Bay, Beijing Capital International Airport, Guangzhou Baiyun International Airport, and Haikou Meilan Airport.

The sporty style P'8531 is the best-selling model from the Porsche Design sunglasses range at CDFG stores.

The limited-edition pair features a new glass color, mercury silver mirror, and carries a temple print of CDFG Exclusive. An engraved serial number runs from 001 to 500.

"We're thrilled to offer the P'8531 CDFG Special Edition exclusively with China Duty Free Group, one of our key retail partners in the duty free channel," said Petra Eckhardt-Koestler, Director Global Retail Eyewear, Rodenstock, which holds the license for Porsche Design eyewear.

She added: "China and the other locations where the sunglasses will be available are part of our long-term travel retail plans. We believe that an exclusive model like this can strengthen our presence in these markets. The look of this limited edition speaks for itself, and we are confident this special product will prove very popular among sunglass aficionados."