

# Porsche Design marks 50 years with capsule collection



The special-edition P'8478 sunglasses in the 50Y Porsche Design Capsule Collection feature an innovative interchangeable lens mechanism

To celebrate its 50th anniversary in 2022, Porsche Design has launched a limited 50Y Porsche Design Capsule Collection using state-of-the-art materials.

The new styles are created with an “iconic character which recognize the past, celebrate the present and get us in the mood for the future”, the German lifestyle brand said.

Special editions have been produced for its P'8478 and P'8928 models.

In 1978, Professor Ferdinand Alexander Porsche created the P'8478 design - the world's first sunglasses with an innovative interchangeable lens mechanism.

In 2020, as a tribute to the P'8478, the P'8928 was created in a Squared Aviator Look, which also has the interchangeable lens mechanism, but has a more edgy and striking design. The design of the clasp on the nose bridge was adapted to the lens shape of the model and is in line with today's trends.

For the 50th anniversary, these two models appear in a special edition with a matt black frame, platinum-colored highlights made of ultra-light titanium as well as gray polarization lenses with olive-colored interchangeable lenses. The collection is limited to 1,972 pieces in each style.

The limited-edition sunglasses are designed for the first time with flat spectacle lenses, which highlight the modern, oversized look.

The two limited frames come in an exclusive box with matching strap and are available now in selected retail outlets as well as online at [www.porschedesign.com](http://www.porschedesign.com), retailing at €590 (US\$635).

Lucas Gestin, Director Global Retail & International Key Accounts Eyewear, Rodenstock, said of the collection: "For half a century, Porsche Design has been an icon of style and luxury around the world. Today, shoppers in the travel retail market are searching for that perfect blend of luxury and excitement, but also for a brand they know they can trust.

"Porsche Design has 50 years of heritage behind it but continues to create ground-breaking new collections which showcase its distinctive DNA and character with iconic designs. This limited-edition collection is a perfect example of why this brand has enduring appeal all over the world and we are delighted to share it with customers in the travel retail market."