

Porsche Design presents new SS2021 eyewear collection



Combining innovative design and quality craftsmanship, the exclusive lifestyle brand looks to optimize function, play with opposing elements and capture a futuristic style



Creating new trends and expression personal desires: to optimize the function, reduce the shape and overcome the familiar in order to develop the best solution, Porsche Design brings together exceptional precision and technological innovation. The exclusive lifestyle brand aims to continue its mission with its Spring/Summer 2021 collection.

New Iconic - P'8924

Designed from a single layout of the line and created for immortality, the new iconic is limited to 911 copies. The development of this model came from the idea to create a design that looks like a continuous line drawn by hand. The straight line on the outside of the product is made of titanium and a perfect contrast to the distinctive, round lens shape of the frame, which offers one unit and provides the frame its technical, futuristic design.

Hooks - Heritage meets modern age

Inspired by the Iconic P'8478, Porsche Design picks up on a style element that is deeply rooted in the brand's history: Hooks. Capturing an edgy and tecnoid look, Porsche Design transforms the unmistakable lens fittings into modern age and revives this design element with two new models (P'8919 and P'8920). Thanks to the processing of thinly manufactured stainless steel and ear pieces made of high-performance plastic RXP, the line guarantees flexibility.

Liquid Titanium - Functional elegance meets dynamic design

Inspired by the elegant silhouette of the Porsche 911, the new models (P'8923, P'8386 and P'8387) convey a dynamic look and complement the Liquid Titanium range, which includes the P'8688. Three-dimensional, perfectly shaped sides create an interplay of light and shade, which showcases the flowing character of the range.

Fusion - The complementary nature

The fusion of opposite elements creates something unique. The concept of The Fusion is to blend contrasts in shape, material and surface. Specifically, the high-performance plastic RXP meets stainless steel, shiny meets matt and slim sides meet a striking front. Thanks to the lightness of the material and the futuristic style, the new models (P'8380 and P'8698) complement the 2021 spring/summer collection perfectly.