

# Porsche new Hooks Series combines precision and perfection

Patrick Dempsey and Porsche Design began collaborating in January, and they have now entered a new phase of their partnership. In the new campaign: "Ready to follow your vision," Patrick Dempsey presents the timeless eyewear model P`8920 D from the new Porsche Design Hooks Series.



The P`8920 Porsche Design reintroduces the iconic "Hooks" — "an unmistakable element ingrained in the brand's history." A small detail, but with tremendous trendsetting influence

## The Hooks Series

The P`8920, which combines perfection and precision, was inspired by the design of the P`8478.



The P`8919 offers a squared aviator shape. The interaction of various dimensions complements the

overall concept of the frame and adds a futuristic element

The “precisely manufactured” stainless steel with temple tips made from high-performance plastic RXP® guarantee maximum wearing comfort, flexibility, and lightness.

"We're seeing very good sell through of the range in all outlets where they are listed; the great look of these sunglasses and the Patrick Dempsey endorsement are really appealing to consumers," says Rodenstock Sales Manager, Rebecca Rauner.

The Hooks Series sunglasses are listed with China Duty Free Group, PAC Duty Free Beirut and Bahrain Duty Free.