

PORSCHE DESIGN

PRESS RELEASE

50Y Porsche Design. The Capsule Collection.

Page 1 of 7

18/01/2022

Porsche Design presents new design icons to mark its 50th anniversary

Time passes. Design endures. The 50Y Porsche Design Capsule Collection.

Stuttgart. 50 years of engineered passion: Porsche Design has been writing design history since 1972 – with products that perfectly unite technology, passion and performance. To mark its 50th anniversary, the brand is launching a limited edition 50Y Porsche Design Capsule Collection in 2022, as a tribute to its unmistakable DNA.

Carefully curated design classics from the early years are joined by new designs that have the potential to become the classics of tomorrow. Highlights of the anniversary year include two limited edition reissues of a legendary timepiece, as well as eyewear from the 50Y Porsche Design Capsule Collection. Items from the Bags & Luggage, Sportswear, and Fashion & Shoes categories are also featured in the collection, alongside an exclusive fragrance. All designs bring the brand's aesthetic heritage to present day standards, using the latest materials. The result is new styles with iconic character.

The Chronograph 1. Born in 1972. Redefined in 2022.

At the beginning, was the Chronograph I: the first black chronograph in history, inspired by the cockpit of Porsche sports cars. It marked the birth of the Porsche Design success story. The first product designed by Professor Ferdinand Alexander Porsche outside the world of vehicles, it therefore takes pole position in the anniversary year too, with the 2022 reissue appearing as two limited edition timepieces. These watches trace a straight line back to

PORSCHE DESIGN

PRESS RELEASE

50Y Porsche Design. The Capsule Collection.

Page 2 of 7

18/01/2022

1972, but are technically state-of-the-art – developed and manufactured at Porsche Design’s in-house watchmaking facility in Solothurn, Switzerland.

Limited to a run of 500, the **Chronograph 1 – 1972 Limited Edition** is a reissue of the 1972 original, but features the very latest innovation and technology. The dial, crown, clasp and case-back bear the historic Porsche Design logo. The tachymeter scale and date display retain the typography of the 1972 version. The baton hands also reprise the original design. Optimal readability is ensured by the luminescent hour indices, sapphire crystal with hard coating and sevenfold anti-glare properties on both sides. The material is new, however: unlike the original, the case and strap of the anniversary edition are made of high-quality titanium rather than stainless steel. Titanium is now used in nearly all Porsche Design watches. The new WERK 01.140 calibre – the COSC-certified automatic movement developed in-house – guarantees maximum precision.

The **Chronograph 1 – 911 Edition 50Y Porsche Design** is available exclusively to customers who buy one of the 750 limited models of the Porsche 911 Porsche Design 50th Anniversary Edition. The watch is inextricably linked to the sports car by its unique edition number on the back of the case. Its historic design has been fused with the performance character of the vehicle. The bilingual date display and the red stopwatch second hand are identical to the original. Bringing the watch into the present, and underlining its connection to the special edition sports car, are newly designed details such as the rehaut with its tachymeter scale and the titanium case and bracelet. Another impressive detail is the sapphire crystal case back. It offers a view of the automatic movement, the winding rotor of which is based on the ‘911 Turbo S’ wheels of the limited edition sports car, and finished in Platinum (satin finish).

PORSCHE DESIGN

PRESS RELEASE

50Y Porsche Design. The Capsule Collection.

Page 3 of 7

18/01/2022

Eyewear that follows a vision.

The eyewear in the 50Y collection bridges the gap between then and now in a similar fashion. “If you analyze the function of an object, its form often becomes obvious.” It was this maxim from F. A. Porsche that gave rise to sunglasses such as the P'8478 in 1978, which revolutionized the market as the first interchangeable-lens glasses in the world, or the shield glasses of 1979, which are still considered classics today and have inspired global stars such as Yoko Ono and Madonna.

The **Porsche Design P'8950 50Y Iconic 3D** from the anniversary collection picks up the thread anew by paying homage to the iconic Shield model. The avant-garde sunglasses are created by melting titanium powder with a laser using the selective laser sintering (SLS) method. With this technology, metal is built up layer by layer with the utmost precision, making it possible to create shapes that haven't been possible before. The frame of the glasses is a dynamic interplay of changing material thicknesses and dimensions, in front of which the modern Shield almost seems to float. Limited to 911 pairs, the P'8950 50Y Iconic 3D represents a new milestone in the history of Porsche Design Eyewear thanks to its revolutionary shape.

The **Porsche Design 50Y P'8478** is the contemporary version of the legendary exclusive glasses with tear drop-shaped lenses and characteristic interchangeable lens mechanism. Limited to 1,972 pieces worldwide, the special model combines the iconic form and function with modern, almost flat Base-2-Curve lenses for the first time. The mechanism remains as ingenious as ever: the VISION DRIVE polarized lenses made of scratch-resistant polycarbonate in grey can be exchanged for interchangeable lenses in Olive Silver Mirror in

PORSCHE DESIGN

PRESS RELEASE

50Y Porsche Design. The Capsule Collection.

Page 4 of 7

18/01/2022

the blink of an eye. The Matte Black titanium frame with Platinum (satin finish) accents perfectly complements both lens colors. Also limited to 1,972 pairs, the **Porsche Design 50Y P'8928**, a reinterpretation of the P'8478, is the first model to offer the popular Squared Aviator shape of interchangeable lenses with flat Base-2-Curve lenses.

Unlimited Style. Limited edition.

For the 50Y Capsule Collection, the Porsche Design Team developed an overarching design language that clearly ties the individual innovations to the anniversary collection. Style-defining elements include nods to the legendary checkered flag from the racing world and Platinum (satin finish) accents as a tribute to the limited-run Porsche anniversary model.

In the **Bags & Luggage** segment, the familiar silhouettes of the products are given their own characteristic design language through stylistic borrowings from the brand's motorsport DNA. The lines of the 50Y Weekender, for example, are inspired by Porsche sports car seats, while the side panels are complemented by Porsche upholstery fabric in the familiar checkered style. This fabric adorns the back of the leather 50Y Backpack, while the shape itself is reminiscent of the design of Porsche driver's seats, and the padded handle with moccasin stitching from steering wheels harks back to the Targa bar. Even the reduced, almost technical-looking 50Y Hardcase Trolley S – striking above all for the interplay between the matte Platinum Grey surface and the black leather inlay – is unmistakable in keeping with the 50Y signature look. The leather elements in the checkered flag design also give accessories such as cardholders, passport holders, wallets and billfolds a new, sporty character.

PORSCHE DESIGN

PRESS RELEASE

50Y Porsche Design. The Capsule Collection.

Page 5 of 7

18/01/2022

In the **Sportswear** line, motorsport heritage is also evident and interpreted with a focus on technical innovations. Absolutely engineered: the Porsche Design 50Y RCT PWRPLATE anniversary sneaker, limited to 911 pairs, with technology developed by PUMA. The visible PWRPLATE midsole, features a real carbon insert, inspired by the chassis of racing cars and offers cushioning and stability in equal measure. The evoKNIT® surface evokes the legendary checkered flag. The 50Y Reversible Jacket is also a technological leader. Breathable, windproof, waterproof, elastic, robust and temperature-regulating: the high-tech outer fabric – a three-layer, extremely thin laminate developed exclusively for Porsche Design by Polychrome Lab Austria – gives the reversible jacket spectacularly versatile properties. If the jacket is worn with the matte black side facing outwards, the lightweight material provides warmth. When worn with the satin-finish Titanium side facing out, it has a cooling effect. The apparel collection is completed by the 50Y Crew Neck T-Shirt, 50Y Cap and 50Y Beach Towel, all in matching style.

The **Fashion** collection was created with a cool heritage look in mind. The key element is the iconic 50Y Targa Leather Jacket. Once again, Porsche Design teamed up with the venerable manufacturer Meindl to create an anniversary edition leather jacket. Details such as the Porsche 911 Targa-inspired cut, a removable broadcloth insert with a checkered-flag pattern and Targa embroidery give this piece of clothing an unmistakable, exclusive style. The collection is completed by the grey 50Y Denim Jeans, the all-over Checkered Flag T-Shirt and the 50Y Checkered Flag Scarf and 50Y Targa Gloves, as matching accessories. The Porsche Design Racer 50Y Sneaker HighTop is unmistakably inspired by motorsport. Details such as the slim silhouette, anti-slip sole with raised heel, slanted upper for freedom of movement on the accelerator and the Velcro closure for a stable fit are reminiscent of

PORSCHE DESIGN

PRESS RELEASE

50Y Porsche Design. The Capsule Collection.

Page 6 of 7

18/01/2022

racetracks around the world. Technical-looking mesh with a titanium effect and black Nappa leather reinforce the visual dynamism.

The limited edition 50Y Pure fragrance rounds off the brand's anniversary portfolio with a timeless creation, for those who love purism.

The Porsche Design 50Y collection will be launched in January 2022 and will be available worldwide in Porsche Design stores and online at www.porsche-design.com.

About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

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PORSCHE DESIGN

PRESS RELEASE

50Y Porsche Design. The Capsule Collection.

Page 7 of 7

18/01/2022

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Further information, film and photo material can be found in the Porsche Newsroom:

<https://media.porsche.com/mediakit/50-y-porsche-design>

Porsche Targa 4 GTS 911 Porsche Design 50th Anniversary Edition

NEDC: Fuel consumption combined 10.7 – 9.9 l/100 km; CO₂ emissions combined 243 – 227 g/km

WLTP: Fuel consumption combined 11.3 – 10.8 l/100 km; CO₂ emissions combined 257 – 245 g/km

Consumption and emission data determined in accordance with the measurement procedure required by law. As all new cars offered by Porsche are type-approved in accordance with the WLTP, the NEDC values are therefore derived from the WLTP values.

Further information on the official fuel consumption and official, specific CO₂ emissions of new passenger cars is available in the publication entitled "Guidelines on fuel consumption, CO₂ emissions and power consumption of new passenger cars", which is available free of charge from all sales outlets and from DAT.