



PORSCHE DESIGN

JULY 2025



PORSCHE DESIGN

Porsche Design embodies exceptional precision and perfection inspired by top-tier technological innovation. We set standards in the market and aspire to be the benchmark.



Porsche Design:
we stand for innovation
on the highest level.



Our mission:
break boundaries in the
Eyewear industry.



Our vision:
never follow trends,
create trends.

PORSCHE DESIGN TIMELINE

1963



CREATION OF THE
PORSCHE 911

1974



PORSCHE DESIGN STUDIO
ZELL AM SEE, AUSTRIA

1979



P'8479 – YOKO ONO
SUNGLASSES

2020



P'8685 HEXAGON
ICONIC

2022



2025



BRAND AMBASSADOR
ORLANDO BLOOM

1972



FOUNDING OF THE
STUDIO F. A. PORSCHE

1978



P'8478 – FIRST SUNGLASSES WITH AN
INTERCHANGABLE LENS MECHANISM

2013



HAIRBAND
– START OF ICONICS

2021



BRAND AMBASSADOR
PATRICK DEMPSEY



PORSCHE DESIGN

ENGINEERED PASSION SINCE 1972

VISIONDRIVE™ POLARIZED

Perfect vision thanks to reduced reflections and glare on wet and smooth surfaces.



UV400 Protection



Anti-glare



Impact and
scratch resistance



Polarized



AREAS OF USE

- All adventure road trips and off-road experiences, especially in difficult lighting conditions.
- Active water sports and relaxing on the beach.

VISIONDRIVE™ POLARIZED XTR

Polarized Extreme (XTR) are high-end sunglasses with a combination of innovative polarisation and integrated contour and contrast enhancement.



UV400 Protection



Anti-glare



Impact and
scratch resistance



Polarized



Contrast enhancer



AREAS OF USE

- Fast, dynamic driving.
- When the sun is low in the morning and evening.

VISIONDRIVE™ PHOTOCHROMIC

Intelligent sun protection from photochromic lenses.



UV400 Protection



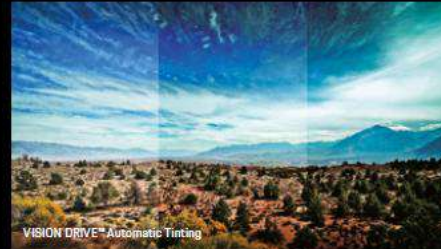
Anti-glare



Impact and
scratch resistance



Photochromic

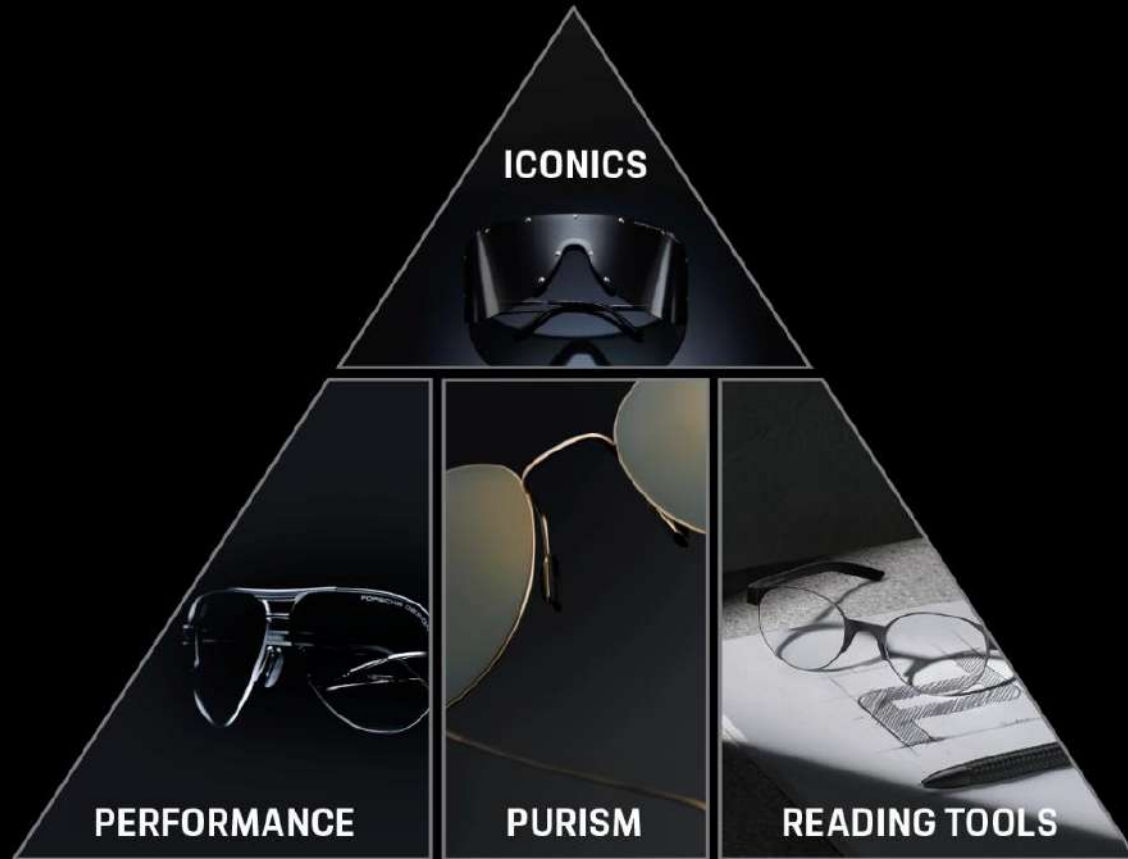


AREAS OF USE

- The all-rounder in changing lighting conditions.
- Reliable protection even under cloudy skies and changeable weather.

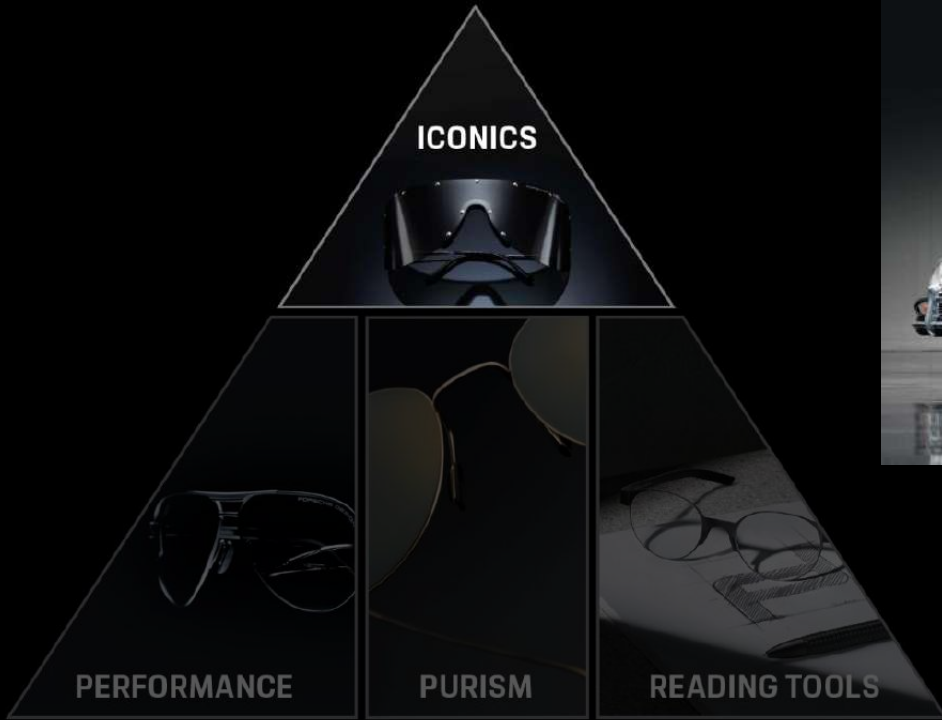


COLLECTION STRUCTURE



ICONICS

This innovative concept brings in ideas for unique and **iconic designs**. The Porsche Design "Iconics" series sets new standards in form and function.







PERFORMANCE

Technically oriented luxury in perfection.

By using technical innovation (Hexagon, Carbon Fiber, Ball Tec, etc.) these high-quality models meet all challenges of everyday life.

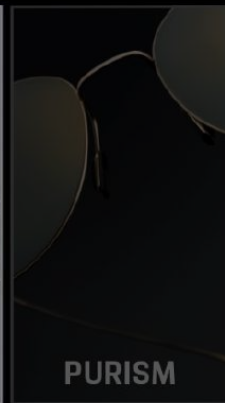
ICONICS



PERFORMANCE



PURISM



READING TOOLS







PURISM

Purist design encounters harmonic shapes, best manufacturing and elegance. Extremely lightweight and minimalist.

ICONICS



PERFORMANCE



PURISM



READING TOOLS

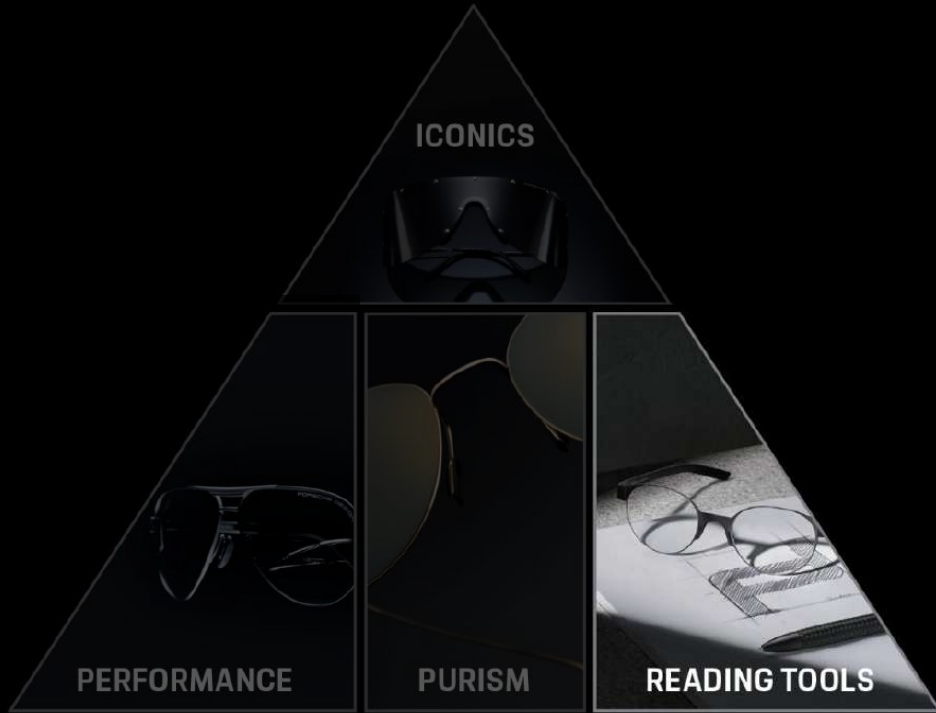






READING TOOLS

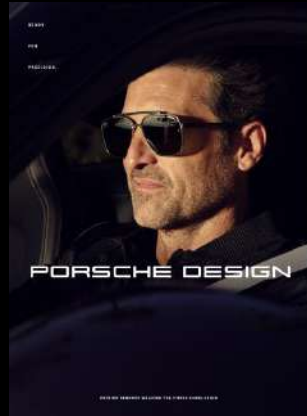
The **premium** and flat folding **reading glasses** feature outstanding design and sophisticated technology with a perfect workmanship finish.





PATRICK DEMPSEY SHOOTING 2022

CAMPAIGN





THANK YOU FOR YOUR ATTENTION

PORSCHE DESIGN