

CONSUMER ELECTRONICS

## Porsche Design ventures further into technology with Windows device

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*Porsche Design's 2-in-1*

By STAFF REPORTS

German fashion label Porsche Design is fusing fashion, technology and sport with the development of a 2-in-1 device.

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Porsche Design's convertible laptop, which can transform into a tablet, will run Windows 10, including its features such as the Windows Hello login option and virtual assistant Cortana. As technology integrates itself further into consumers' lives, meeting their needs with aesthetically designed products enables luxury brands to appeal with function on top of form.

Designing devices

Consumers got their first look at the Porsche Design 2-in-1 during Microsoft vice president Nick Parker's presentation at Computex in Taipei on June 1.



*Microsoft's presentation at Computex*

Porsche Design worked with a local original equipment manufacturer on its Microsoft computer. Featuring an Intel processor and a 13.3 inch screen, the 2-in-1 will be sold with a pen.

This is not Porsche Design's first tech partnership. It previously paired its design sensibilities with LaCie's

technology on a branded external hard drive, and it developed Porsche Design branded Blackberry smartphones.

The brand is responding to the increasingly intersected fields of fashion, technology and sportswear, realigning its business strategy accordingly.

Luxury brands more commonly pair with tech giant Apple, which is a major competitor for affluent wallet share.

For instance, French leather goods house Herms joined in the fervor during consumer electronics brand Apple's Cupertino, CA, press conference Sept. 9.

Technology junkies had been eagerly awaiting the press conference to learn about Apple's new gadgets such as the next generation of iPhones among a host of other announcements such as an Apple Pencil stylus, a partnership with Adobe and a pregnancy monitoring application. By being part of Apple's brand announcements, Herms better situated its brand and products within the greater technology conversation ([see story](#)).

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