

RETAIL

Porsche Design melds synergies of lifestyle, automotive in new retail concept

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Porsche Design has had a store at South Coast Plaza since 1988. Image credit: Porsche Design

By STAFF REPORTS

Lifestyle brand Porsche Design has unveiled its first concept store in the United States at high-end shopping destination South Coast Plaza in Costa Mesa, CA.

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Nearly 30 years ago, Porsche Design opened its first storefront in South Coast Plaza. The Costa Mesa retail center sees annual sales nearing \$2 billion and the Porsche Design boutique found there has been the brand's top-performing storefront since opening in 1988.

Retail drive

Porsche Design has relocated its boutique in South Coast Plaza to be within the popular Carousel Court, considered the shopping center's heart.

The 1,600-square-foot store is in collaboration with Porsche Designs' automotive sibling brand, Porsche Cars North America.

Within the selling space, Porsche Design will display a model by the automaker as its sales floor center piece. The surrounding displays will merchandise Porsche Design products from its multiple categories.

Porsche Design collections include timepieces, consumer electronics, leather goods and luggage, eyewear, men's apparel and sportswear, writing instruments, fragrances and smoking and home accessories.



Porsche Design had a VIP party to fete the South Coast Plaza concept store's opening. Image credit: Porsche Design

"Professor Ferdinand Alexander Porsche founded Porsche Design back in 1972, with the design of a racing-inspired chronograph," said Jan Becker, CEO of the Porsche Design Group, in a statement. "Now, nearly 30 years after opening the first U.S. store, shifting gears and taking our retail concept to the next level together with Porsche Cars North America is a logical progression for us.

"Our revamped customer journey embraces the Porsche DNA and provides an experience, which utilizes the synergies between both worlds," he said.

The South Coast Plaza store will also include a 16 by 9 large-scale, high-definition video wall to bring the world of Porsche to life. Content broadcast on the screen will include the latest Porsche Motorsports, newly unveiled car models, vignettes of the Porsche Experience Center in Los Angeles and other brand happenings.

"Porsche Design has had a successful retail boutique at South Coast Plaza with a loyal client following for almost three decades," said Debra Gunn Downing, a spokesperson for South Coast Plaza.

"We're delighted to welcome their new retail concept, which integrates luxury men's accessories with Porsche's legendary automobiles," she said.

A similar display of Porsche Design and Porsche Cars expressing shared synergies was the creation of the Porsche Design Tower in Miami. The 60-story residential tower boasts a \$32.5 million penthouse featuring a "sky garage" with room for up to 11 car ([see story](#)).

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