

APPAREL AND ACCESSORIES

Porsche Design eyewear meets sports car DNA in new collection

November 20, 2020



The P'8928, the first square-shaped aviator shades with an interchangeable lens mechanism. Image credit: Porsche Design

By LUXURY DAILY NEWS SERVICE

German automaker Porsche and its lifestyle brand Porsche Design tap into the brand's heritage with the introduction of two new additions to its eyewear collection: P'8928 and P'8685.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Porsche Design is known for offering an extension of the Porsche lifestyle both on and off the road and eyewear is an embodiment of that philosophy. With the launch of this new collection, Porsche Design has leveraged its brand legacy and has reimagined one of its most legendary styles, originally designed by Professor Ferdinand Alexander Porsche in 1978.

An icon reborn

The P'8478 models unveiled in 1978 were the first glasses from Porsche to offer an interchangeable lens mechanism that allowed the lenses to be easily changed based on lighting conditions.

Now, Porsche Design is building on that legacy and introducing the P'8928 a modern, squared aviator reinterpretation of the classic with the same unique interchangeable lens mechanism.

Exclusively manufactured in Japan, the ultra-light and durable titanium make the frames comfortable to wear. Each pair comes with an additional set of colored interchangeable lenses and retail starting at \$550.



P'8685 Hexagon Gold Limited Edition. Image credit: Porsche Design

Another highlight of the collection is the limited edition P'8685 Hexagon Gold sunglasses highly-engineered sunglasses infused with true sports car DNA and strictly limited to 500 models worldwide. Inspired by the engine block of a sports car, eight hexagonal screws hold the solid titanium front in place giving the glasses a bold look.

The glasses feature lightweight temples made of high-performance RXP and polarizes lenses and are limited to only 500 pairs worldwide. They are retailed at \$1,150.

The new collection is available now at Porsche Design stores and online at www.porsche-design.com.

This week, Porsche revealed its footwear capsule collection in collaboration with athletic brand Puma, paying tribute to the 911 Turbo. Porsche Design entered into a strategic partnership with Puma in early 2019.

To build hype around the launch, Porsche and Puma hosted the "world's fastest" pre-release for the colorful sneaker line ([see story](#)).