

AUTOMOTIVE

## Porsche, Backdrop collaborate on limited-edition interiors capsule

July 11, 2023



*The interior design-focused partnership, a first for the auto brand, coincides with its 75th year on the road. Image credit: Porsche*

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is teaming up with a vibrant company.

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

Thanks to a collaboration with online paint brand Backdrop, Porsche is launching four limited-edition colors and exclusive leather keychains. The interior design-focused partnership, a first for the company, coincides with its 75th anniversary on the road.

"Individualization is at the core of Porsche," said Ayesha Coker, vice president of marketing at **Porsche** Cars North America, Inc. (PCNA), in a statement.

"Whether it's a custom-built Taycan or your home office, we want to inspire all to dream in full color," Ms. Coker said. "Together with Backdrop, we've curated a series of bright, saturated colors that have significance to us and are sure to bring the beloved Porsche aesthetic to your home interior design."

Color wheel

Releasing four shades, the Porsche x Backdrop collaboration reveals colors of significance to the automaker.

The limited-edition lineup brings Porsche-specific hues to the home. Spanning cool and warm tones, Irish Green, Speed Yellow, Riviera Blue and Ruby Star are among those dreamed up, each of which carries weight on a historic basis for Porsche.



*The lush shade is known for clothing the millionth 911 model, produced in 2017. Image credit: Porsche*

Irish Green was first presented on a 356C sports car in 1964 and was one of the Porsche 911's first color offerings. The shade has the oldest references out of the four.

Speed Yellow first came about on the Porsche 911 in 1991, the golden hue now tied closely with the automaker's branding. Also presented in 1991 is Ruby Star the magenta red has appeared on Porsche 911, 928 and 944 sports cars since its debut.

The fourth color, Riviera Blue, was developed in 1994 and has also been seen on an array of models, including Porsche 911, 928 and 968.



*As Porsche already has well over 100 colors to pick from as far as automotive paint goes, this collaboration only cements its dedication to expression. Image credit: Porsche*

Now, fans of the brand can include these automotive bits of heritage in their interior design choices and their music listening thanks to a playlist made especially for the drop on [Spotify](#).

This is not the first time that Porsche has ventured into other categories ([see story](#)).

Other luxury names in the world of vehicles are also dipping toes into home, fashion and beauty efforts, British automaker Bentley among them ([see story](#)).



*The limited-time opportunity to paint one's home to match luxury sports cars brings together the common creative tendencies of Porsche and Backdrop. Image credit: Porsche*

For this move, each paint can retails for \$75 a gallon, available in a custom-designed, dual-branded collectible container exclusively at <https://www.backdrophome.com/pages/porsche/> through the end of 2023. A limited-edition Porsche 75 leather key chain will also come with it, while supplies last.

"Everything we do at Backdrop centers around our love of color," said Natalie Ebel, cofounder of Backdrop, in a statement.



*On the Porsche x Backdrop landing page, consumers can browse color inspirations, resources and details of each hue's history. Image credit: Backdrop*

"Naturally, we jumped at the chance to work with an iconic brand like Porsche, which has always been synonymous with its bold, statement-making color palette," Ms. Ebel said. "It has been an absolute dream come true to collaborate with Porsche, especially during its 75th anniversary year, and to be inspired by its rich history.

"I am incredibly excited to translate our shared love of design and spirit of self-expression into a collection that will take on new life in our homes and on our walls."