

AUTOMOTIVE

Expanding beyond Europe, Porsche brings Soho House partnership to US

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The collaboration brings with it special access to major cultural moments in the worlds of art, music and more. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is extending its partnership with an established luxury network.

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An initial agreement between the car company and private members' club Soho House, which counts locations across continents including North America and Asia as part of its global footprint, only benefited the European market. Announced today, the brands are now opening up such exclusive offerings as workshops, panel discussions, artist meet-and-greets, art installations and parties to those based in or passing through the United States.

"We are thrilled to extend the Soho House relationship to the U.S.," said Ayesha Coker, vice president of marketing at [Porsche Cars North America](#), in a statement.

"As an established creative community with a rich 27-year history, teaming up with Soho House was the perfect opportunity to bring new luxury brand experiences to its members," Ms. Coker said. "Together, we hope to enhance the Soho House experience in a fun and appealing way."

Experiential exposure

Forged in late 2022, Porsche and Soho House's affiliation brings with it special access to major cultural moments in the worlds of art, music and more.

In a statement spreading the word on where joint activations will appear in the coming months, the partners highlighted South by Southwest conference, taking place in Austin next March, as well as Lollapalooza in Chicago, which begins today.

The arrangement grants the manufacturer and creative hub the opportunity to tap each other's audiences. Connecting with Soho House, in particular, lends the automaker exposure to a base that skews younger.

Thanks to a pricing model that favors millennial creatives, those under 27 are afforded a steep membership discount, saving thousands as compared to fees incurred by older counterparts. A 2018 report in the [Wall Street Journal](#) pegged the average Soho House member's age at 36 years old.

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A post shared by Porsche (@porsche)

Though the pair have announced plans to pop up at the end-of-year edition of Art Basel Miami, an event that will also be attended by British automaker McLaren as it showcases its collaboration with artist Cevin Parker ([see story](#)), integrations go further than third-party live events.

Porsche will join the 168,000-members-wide organization in New York City in September 2023 as the sponsor of its Soho Awards, additionally backing the company's LA Soho Summit, slated for November 2023.

"Collaborating with Porsche allows us to elevate the membership experience for our North American members," said Jonathan Heaf, chief content officer at Soho House, in a statement.

"We're excited to celebrate creators and the creative industry, inspire new thinking, and bring together our members and emerging and established artists through physical and digital activations."

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