

AUTOMOTIVE

# Porsche named official electric vehicle of 2024 Met Gala

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*A donation, art installation, multichannel content series and more factor into Porsche's latest collaboration with The Metropolitan Museum. Image credit: Porsche*

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By LUXURY DAILY NEWS SERVICE

German automaker Porsche is announcing a partnership with one of the biggest annual events for luxury fashion.

The brand's 2024 Macan, its second-ever all-electric model, has been named the official electric vehicle of this year's Met Gala and will grant guests rides to and from the event. Porsche is teaming up with *Vogue* on a branded content series and donating to The Costume Institute as part of the engagement, additionally hosting a kick-off event at Soho House New York on the first Monday in May.

"Porsche and fashion are connected, and have been for decades," said Ayesha Coker, VP of marketing at **Porsche**, in a statement.

"And the all-electric Macan will be no different, offering an unmatched level of customization to be as bold and unique as each and every one of our customers," Ms. Coker said. "Collaborating with The Met Gala is the perfect setting to elevate the striking new design of the Macan, as it is the must-attend event in the world of fashion."

## **Fashion forward**

Select Gala attendees will ride to and from The Met in the all-electric Porsche, being among the first to experience the ride stateside. Meanwhile, acclaimed Irish actor Barry Keoghan will host the Soho House extravaganza on May 6, 2024.

British singer-songwriter Rachel Agatha Keen, best known by her stage name Raye, will take to the stage with a live performance. An art installation, titled "Electric Garden," will showcase its new electrified Macan and Taycan cars in front of the party venue.



*The all-electric Porsche Macan made its global debut earlier this year. Image credit: Porsche*

To promote the overarching appointment, the manufacturer is working with *Vogue* on "True Essence." The series includes print and digital ad placements showcasing the new Porsche Macan.

One of the episodes will focus on Catherine Holstein, founder and creative director of New York-based fashion label Khaite. According to a statement, Porsche also plans to go live with "other branded content on *Vogue's* owned and social channels."

The Metropolitan Museum of Art's Costume Institute will receive "a meaningful financial contribution" from the automaker as a part of the partnership.

The Met Gala's annual star-studded fundraiser is less than two weeks away ([see story](#)).

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