

Press Release

August 2015

Porsche Design Fashion Show at Bechtler Museum of Modern Art in Charlotte

Exclusive Presentation of the Fall/Winter 2015 Collection

Stuttgart/Charlotte. Porsche Design will host an exclusive fashion show at the Bechtler Museum of Modern Art in Charlotte, North Carolina, as part of FASHION D'LUX on August 29, 2015, to introduce the new Fall/Winter 2015 collection.

The European luxury and lifestyle brand for men will be showcasing an impressive range of sharp tailored men's ready-to-wear, iconic eyewear and leather accessories. Inspired by a new take on the modern uniform this season, Porsche Design's signature style is sleek and timelessly elegant. With extensive experience in incorporating innovative fabrics and cutting-edge construction techniques, the Porsche Design fashion collection features an exquisite range of strong, empowering and futuristic silhouettes for Fall/Winter 2015.

The men's looks are structured and layered with plays on texture. Collection highlights include powerful leather trench coats with shearling collars, quilted leather bombers and raw-edged leather cargo jackets that are paired with sporty knits and slim cut cuffed nylon trousers, integrating technical fabrics into traditional tailoring for added performance.

Under the sub-brand Porsche Design Woman, the brand will present ladies ready-to-wear and accessories with an overall dramatic shape, giving a sense of confidence and strength, executed mostly with a strong shoulder and nipped waist. The women's silhouettes are explicit and strong, complimented with touches of softness and sensuality in a palette of black, grey and loden green. Calf-length wool coats and shrunken bomber jackets are shown with full A-line skirts, long slim knit skirts or cropped pants. Quilted neoprene skirts paired with nipped-in waist blazers and curved-shoulder coats give the women's collection an overall futuristic touch.

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About Porsche Design

In 1963, Ferdinand Alexander Porsche designed the legendary Porsche 911. Almost 10 years later he embarked on a mission that is still driving us today - to build a company that takes the spirit of Porsche beyond the automotive, creating a new luxury lifestyle:

Welcome to the world of Porsche Design. A world that stays eternally young, fresh, and cool by passionately driving for innovation. A world of perfection and precision - created and engineered by our legendary Porsche Design Studios in Zell am See, Berlin and Singapore, and brought to life by carefully selected manufacturers, particularly in Germany, Italy and Switzerland.

A world where new quality materials, technologies, and finest functional elegance blend into a truly exclusive, iconic contemporary design - challenging traditions with a clear purpose: To enhance the performance, comfort and health of today's sophisticated professionals and tomorrow's successful leaders: During business, leisure, sports and home. Some call it Luxury? We call it essentials for a challenging future. We are proud to design for the men and women of tomorrow.

Experience the new luxury lifestyle.

PORSCHE DESIGN –
Contemporary. Cool. Iconic.

For further information please visit www.porsche-design.com

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