

Porsche Centre Abu Dhabi brings lifestyle, wellness and design together at Marie Claire Arabia's Wellness Experience

15/01/2026 Curated VIP journeys, a dedicated Macan Gems Collection installation, and an immersive equine-inspired wellness environment running at the prestigious Abu Dhabi Equestrian Club until 15 February

Abu Dhabi |Porsche Centre Abu Dhabi began 2026 with a lifestyle-driven partnership, joining Marie Claire Arabia for a multi-day wellness experience at Abu Dhabi Equestrian Club. From 13–15 January, the brand supported VIP guest journeys and unveiled a dedicated brand installation showcasing the Macan Gems Collection. The space brought together lifestyle, wellbeing and contemporary design, drawing inspiration from the equestrian setting.

Across the VIP programme, Porsche Centre Abu Dhabi shaped the guest journey from the outset,

facilitating seamless transportation between Dubai and Abu Dhabi and positioning each drive as part of the overall experience.

Every transition was considered and intentional, reflecting the brand's belief that luxury is defined not only by performance, but by how a journey feels.

The brand installation extended this narrative, presenting the Macan Gems Collection within a lifestyle-focused setting that highlighted individuality, expression and modern living. The display positioned the Macan as a design-led expression of contemporary lifestyle values, aligned with a more personal and emotive approach to luxury.

At the centre of the experience was the concept 'Your Inner Arena'; a symbolic space focused on clarity, self-worth and emotional alignment. Porsche Centre Abu Dhabi is integrated naturally within this framework, supported by an environment shaped through light, movement and form. Architectural references to arenas and greenhouse structures echoed key aspects of the brand's DNA: precision balanced with emotion, and strength expressed through restraint.

The equestrian setting added a meaningful dimension to the brand's presence. Horses, symbols of instinctive movement, freedom and quiet power, mirrored qualities central to Porsche Centre Abu Dhabi's approach to motion.

Moments of equine interaction encouraged guests to slow down and engage more consciously, reinforcing the connection between natural grace and automotive performance.

The programme was further enriched through workshops and thought-leadership sessions, extending the experience beyond physical wellness into conversations around mindset, longevity and modern living. Together, these elements positioned Porsche Centre Abu Dhabi within a broader lifestyle narrative, where performance and presence coexist.

Through its integration across the installation, VIP journeys, and the presentation of the Macan Gems Collection, Porsche Centre Abu Dhabi reinforced its role within the region's evolving lifestyle and wellness landscape, as a brand focused on meaningful experiences shaped by design, emotion and contemporary living.

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