

**911 Carrera 4 GTS (WLTP)*:** Fuel consumption combined: 10.8 – 10.3 l/100 km; $CO_2$ emissions combined: 246 – 234 g/km; $CO_2$ class: G
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# Porsche Italia celebrates jubilee with two exceptional special-edition models

19/06/2025 Porsche and the heritage Italian brand Ferragamo are known for timeless design, authentic craftsmanship, meticulous attention to detail and uncompromising quality. The two companies have joined forces to celebrate the 40th anniversary of Porsche Italia.

Porsche Italia is launching two special-edition models created in collaboration with Ferragamo, which are based on the 911 Carrera 4 GTS and Taycan 4S. In the style of the fashion brand, the experts at Porsche Exclusive Manufaktur have elaborately refined both the exterior and the interior of the two iconic sports cars. A standout highlight is Blusogno – a special colour inspired by a Ferragamo collection. This shade also features in the interior, and, in combination with the blue Paldao wood décor,

conveys a subtle elegance. The special-edition models are available in limited numbers exclusively for the Italian market.

## Ferragamo and Porsche are inspired by the same vision

Both pioneers made their dreams come true, laying the foundation for a success story that continues to this day. Salvatore Ferragamo became famous in Hollywood by custom-making shoes for movie stars. In 1927, the 'shoemaker of dreams', as he was known, returned to his homeland and settled near Florence. And in 1948, Ferry Porsche realised his dream of building a sports car with the 356 'No. 1' Roadster. This model marked the beginning of a strong brand with products that are still highly sought after today.

"Our dream was to create something truly unique that embodies the spirit that has guided us for the past 40 years: Porsche style combined with Italian culture and aesthetics. That's why we chose Ferragamo as a partner for this project – a brand with which we share values such as excellence of craftsmanship, timeless elegance and a tireless attention to detail," says Pietro Innocenti, CEO of Porsche Italia. "The collaboration with Ferragamo and the team at Porsche Exclusive Manufaktur in Zuffenhausen has enabled us to implement this vision in a way that is both authentic and forward-looking. These values will continue to inspire and guide us in the future."

"When Porsche asked Ferragamo to contribute to this anniversary, the main idea was to change as little as possible and focus on refined details. Because Porsche is already perfect," says Leonardo Ferragamo, Chairman of Salvatore Ferragamo. "The aim of this collaboration was to create an authentic and meaningful synergy between two iconic brands that both share the same values: design, excellence, craftsmanship and the courage to innovate. We wanted to tell an emotive story rooted in the idea of dreaming. My father Salvatore was known as 'the shoemaker of dreams', while Porsche continues to be driven by dreams."

## The collaboration: a close exchange between the two brands

"Both Porsche and Ferragamo are characterised by a signature design that is of timeless elegance. We have taken this minimalist, purist approach to the extreme with the '40 Anni Porsche Italia' models," says Grant Larson, Director Special Projects Design at Porsche. "Salvatore Ferragamo experimented a lot with unusual natural materials," the designer continues. "This encouraged us to take unusual paths in the interior and to dye the Paldao wood blue – a novelty for us at Porsche that emphasises the understated character of these limited-edition models."

Both design teams were in close contact with each other during the project. The Ferragamo team travelled to Zuffenhausen, and the Porsche and Porsche Italia team were guests in Florence. The perfect Blusogno shade was developed using leather and fabric samples from Ferragamo's iconic shoulder bag and signature fashion pieces.

## The exterior: Blusogno paintwork with white fine lines

Through its Paint to Sample Plus programme, Porsche offers customers the opportunity to create completely individual colours for their cars. Blusogno was developed as a special colour exclusively for this special edition. Thin, precise lines – known as fine lines – add an accent that conveys elegance and dynamism. These white fine lines, inspired by Ferragamo design elements, are mounted on the front lid and rear spoiler and elegantly follow the flow of air over and around the car.

Both B-pillars bear a commemorative plaque with a prominent '40', the years 1985 and 2025 and the words 'Porsche' and 'Italia' – in tribute to Porsche Italia's 40th anniversary. All these elements are raised slightly so that they can be felt across the surface.

The wheels have been painted in Blusogno and finished with white, hand-painted pinstripes. The wheel hub cover also bears the exclusive blue colour, which forms a striking contrast to the red Porsche crest. At the rear, the model lettering is painted by hand in white and outlined in Blusogno, which gives the overall design an almost noble, harmonious touch.

## The interior: Blusogno leather with blue Paldao wood trim

Blusogno also features heavily inside the car. Leather and yarn were developed and produced especially for the project in this special colour. The front and rear seats, the GT sports steering wheel and details on the centre console are upholstered in Blusogno leather. Modern Pebble Grey piping on the seats and the corresponding 12 o'clock marking on the GT sports steering wheel pick up on the bright accents of the exterior. The car's document folder and key pouch are also made of Blusogno leather. In the 911, the gear lever is covered with Blusogno leather on the sides. Red trim strips on the storage compartments and in the trunk provide a contrast.

The dashboard and centre console of the 911 as well as the door mirrors of the Taycan are finished with Paldao wood in the exclusive Blusogno colour too. The large wooden surfaces in the door panels are divided by colour: the upper part in blue, the lower part in elegant black. In the 911, an aluminium inlay with a '40 Anni Porsche Italia' logo further enhances the dashboard on the passenger side. In the Taycan, this logo is affixed to a special plaque in the centre console. A white illuminated Ferragamo logo is integrated into the door sill guards, which are made of black brushed aluminium.

The SportChrono clock at the top of the dashboard has a bespoke dial that plays with the colours of the Italian Tricolour in a subtly elegant way: the rings are green, white and red, and the second hand is red.

The sides of the vehicle key are painted in Blusogno. The edition also includes a custom-made indoor car cover in the same colour with white piping, a coloured Porsche crest on the front, and white Ferragamo lettering on the sides.

## About Porsche Italia

Porsche Italia S.p.A., founded in Padova in 1985, has been a 100 per cent subsidiary of Dr. Ing. h.c. F. Porsche Aktiengesellschaft since 1996. In 2024, Porsche Italia delivered 8,223 vehicles to customers, an increase of eight per cent compared to 2023. That result consolidated the Italian subsidiary's position as the third-largest single market in Europe, in terms of total units.

## About Salvatore Ferragamo

The Salvatore Ferragamo Group is one of the leading companies in the luxury industry, with its origins dating back to 1927. Salvatore Ferragamo is known for creating, producing and distributing luxury collections of footwear, leather goods, apparel, silk products and other accessories for men and women. In the spirit of the company's founder, Ferragamo reinterprets his legacy with creativity, innovation and sustainable thinking. Uniqueness and exclusivity, coupled with style and a certain 'Made in Italy' savoir-faire, are the hallmarks of all Ferragamo products.

## MEDIA ENQUIRIES



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### Consumption data

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*Further information on the official fuel consumption and the official specific $CO_2$ emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die $CO_2$-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, $CO_2$Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

## Video

## Image Sublines

Path: Collaboration with Ferragamo: Porsche Italia celebrates jubilee with two exceptional special-edition models/Images/img_2.jpg
Title: Leonardo Ferragamo, Chairman of Salvatore Ferragamo, Pietro Innocenti, CEO of Porsche Italia, Alexander Fabig, Vice President of Individualization and Classic at Porsche, Taycan 4S, Ferragamo Edition, Porsche Italia, 2025, Porsche AG
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## Link Collection

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