

Third collaboration with Aimé Leon Dore highlights a one-of-a-kind Porsche 356

05/05/2023 Iconic sports car meets contemporary lifestyle brand: the latest fruits of the collaboration between Porsche and New York fashion label Aimé Leon Dore (ALD) is a highly individualized 356 B from 1960.

Painted in Midnight Blue the one-of-a-kind car combines a purist sports car design with luxurious accents. The 356 ALD is the third joint vehicle project by the two partners. To achieve an elegant appearance of the body, the bumpers in the front and back were removed. The vehicle is retrofitted with disc brakes with brushed aluminium alloy wheels fitted on to white wall tires.

On the front end, new fog lights are a notable addition along with a hand-painted ALD crest in gold leaf on the left fender. Mounted on the grille above the engine are three specially designed grille badges that recall the once-customary emblems of clubs or motorsport events.

Styling combined with comfort are the focus of the interior design. The model uses the steering wheel from the top model of the time, the 356 Carrera 2. The appreciation for refined details is reflected in the Midnight Blue leather seats with tone-on-tone stitching and a tartan pattern in the center sections. The seat backrests and floor mats are upholstered in supple alpaca leather.

On Friday, May 5th, this extraordinary Porsche 356 B will celebrate its premiere at the re-opening of the ALD flagship store in New York City. The brand has also designed a capsule collection to celebrate this latest chapter in the partnership.

Previous collaborations

The ALD 356 is the third vehicle designed in collaboration with Aimé Leon Dore. In 2020, a restored 911 Carrera 4 (Type 964) which was presented at the Jeffery Deitch Gallery during New York Fashion Week. The model featured fabrics from the capsule collection, including Schott Sunflower Leather and Loro Piana Houndstooth accents. In 2021, ALD founder and creative director Teddy Santis fulfilled a dream with the Olive-coloured 911 SC: his very personal 911 based on the history and heritage of his Greek family. The car featured additional headlights on the front bonnet, Fuchs rims and a rack on the roof which made this historic 911 the perfect companion in everyday use.

About Aimé Leon Dore (ALD)

ALD is a fashion and lifestyle brand founded in 2014 and based in the borough of Queens in New York City. Inspired by daily life and culture, Aimé Leon Dore has consistently refined and pushed the boundaries of men's fashion with clear, bold and classic aesthetics.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Image Sublines

Path: Third collaboration with Aimé Leon Dore highlights a one-of-a-kind Porsche 356/Images/img_1.jpg
Title: Porsche 356, Aimé Leon Dore, 2023, Porsche AG
Subline: On the front end, new fog lights are a notable addition along with a hand-painted ALD crest in gold leaf on the left fender.

Link Collection

Link to this article
https://newsroom.porsche.com/it_CH/2023/scene-passion/porsche-356-aime-leon-dore-32233.html

Media Package
https://pmdb.porsche.de/newsroomzips/278a5c15-7d41-4b0e-88fc-42142f41f853.zip

External Links
https://eu.aimeleondore.com

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart