Porsche Design introduces Patrick Dempsey as new Eyewear ambassador

Cet article reflète les informations disponibles au moment de sa publication. Certaines informations peuvent ne plus être à jour.

26/01/2021 To kick off the new year, Porsche Design is teaming up with Hollywood star and motor sport enthusiast Patrick Dempsey. As of January, the passionate race car driver will be the face of Porsche Design Eyewear.

Be it as an actor, director, race car driver or athlete, Patrick Dempsey has always followed his vision and continuously strives for the best in himself and all of his projects. Thanks to his likable and authentic personality, he is the ideal brand ambassador for Porsche Design Eyewear.

Not only do the Hollywood star and the exclusive lifestyle brand share the same initials – PD – they also share the same passion for precision and perfection. Dempsey is an avid Porsche driver, co-owns a Porsche customer racing team and has a long-standing relationship with the Porsche brand.

“Porsche has always held a special place in my life. Whether as a race car driver or co-owner of a racing team, the brand radiates a special passion for me and the feeling to strive for top performance, which I always felt connected to. I am very happy to be part of the lifestyle world of Porsche Design outside of motor sport and to represent Porsche Design Eyewear as a brand ambassador in 2021,” says Patrick Dempsey.

“We are proud to partner with Patrick Dempsey, who is not only a world-renowned movie and television star but someone who was born with a passion for motor sport. This is a perfect combination and it makes him the ideal ambassador for Porsche Design. His authenticity and international fame will help us to further increase visibility for our Eyewear category worldwide and have a positive effect on overall brand awareness,” says Jan Becker, CEO Porsche Design Group.

The 2021 Porsche Design Eyewear image campaign, featuring Patrick Dempsey, will highlight four models of the brand's new timeless and innovative sunglasses and prescription glasses. Kicking off the campaign, and currently available in stores, are the new Porsche Design P'8688 A Liquid Titanium glasses with VISION DRIVE™ lens technology – the perfect pair of sunglasses when hitting the road.

P'8688 A Liquid Titanium sunglasses

Patrick Dempsey knows from personal experience as a passionate race car driver just how important clear vision is when behind the wheel. The innovative VISION DRIVE™ lens technology makes the new Porsche Design P'8688 A sunglasses the perfect accessory on the road. The sunglasses, as seen on the actor in the first campaign visuals, are perfect for all road and weather conditions due to VISION DRIVE™ Polarized XTR lenses. The glasses not only feature a high-performance polarization filter and UV400 protection, but a contrast-enhancer that absorbs blue light components better than conventional lenses. This innovative feature increases overall color perception, contrast and glare protection, a decisive optical advantage without compromising a timeless, stylish appearance. The frame is made of 100 percent ultra-light titanium and, in combination with three dimensionally shaped temples, creates a bold yet minimalistic look.

About Porsche Design

Professor Ferdinand Alexander Porsche created design history in 1963 when he created the 911. It was his vision to carry the principles and the icon Porsche beyond the boundaries of the automobile design, and he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language lives on in all Porsche Design products. Every single Porsche Design product is a tribute to exceptional precision and perfection on a level of high-tech innovation and a unique relationship that perfects intelligent functionality and sleek designs. Designed at the F.A. Porsche studio in Zell am See, Austria Available worldwide in more than 130 Porsche Design Stores, in exclusive outlets retail stores and online at www.porsche-design.com.

Info

The P'8688 A with VISION DRIVE™ Polarized XTR lenses are now available in Porsche Design Stores, at select opticians and specialist eyewear stores, as well as online at www.porsche-design.com and retail.

MEDIA ENQUIRIES



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Consumption data

911 Carrera 4S Cabriolet (Modèle précédent)

*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_2Emissions 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).

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