



## Macan Electric styling session with Maxine Wylde

20/11/2024 How do you express yourself with the all-new Porsche Macan Electric? If you're Maxine Wylde, it's all about colour.

Australian fashion and lifestyle influencer Maxine Wylde has an eye for style. A quick glance at her popular Instagram and Tik Tok accounts will reveal her bold and eclectic approach to fashion, which mixes vibrant colours, striking patterns and prints. Her aesthetic is rich in flair, making her style combinations original and memorable.

Maxine also has an eye for Porsche sports cars. As someone who prefers to personalise her style by mixing and matching, this same thought process was applied when it came to spec her very own, most personal, electric Macan.

"I always enjoy presenting style tutorials," she says, "but it was great fun to be on the other side, this time designing my very own Macan thanks to the very intuitive Porsche Car Configurator, as well as the amazing team at the new Porsche Centre Melbourne."

## Porsche Fitting Lounge

First stop was the new Porsche Centre Melbourne's Fitting Lounge; an Exclusive Manufaktur destination that, under the guidance of an expert consultant, Porsche customers can inspect an array of colours and materials before individually specifying and ordering their new car.

The Porsche Fitting Lounge offers the highest level of new-car customisation. The collections of Porsche leather swatches as well as paint, trim and material samples offer near-endless combinations.

For Maxine, this was a styling wonderland.

The Porsche Fitting Lounge offers an array of leather and material samples to pick and choose from. It also showcases the full capabilities of Porsche's very own 'Paint-to-Sample' offering, which makes the designing process even more personal and unique.

High-quality materials such as Alcantara, stainless steel, and aluminium abound in sample form, offering customers the opportunity to apply the highest attention to detail when specifying their new Porsche. Different types of timber are also available, as are different colours of carbon-fibre interior trim.

"I was impressed at the level of personalisation available," Maxine says. "You can even specify the colour of stitching for the seat upholstery."

Colour is a powerful communicator for Maxine. She mixes shades in her fashion combinations to great effect, usually to evoke different moods. And when it comes to home décor styling, she is famed for mixing warm and cool tones to create a unified aesthetic.

"The extensive Porsche Paint to Sample (PTS) range is a kaleidoscope of colour," she says, referring to the array of more-than 150 available paint colours stored in a book that resembles a rainbow fan when opened.

"It's easy to be overwhelmed by colour when there are so many options available, but if you remember to apply it as a form of self-expression, it suddenly becomes simpler."

The Porsche Fitting Lounge also includes the Sonderwunsch (special request) program, which offers bespoke levels of personalisation. The Sonderwunsch program lets Porsche customers go beyond the catalogue and configurator to specify their car to the most personal level, where bespoke leathers, one-off paint colours and even individually embossed logos are possible.

## The Porsche Online Car Configurator

Next stop for Maxine was the online Porsche Car Configurator, where all four model variants of the Macan electric can be individually specified from any computer, tablet or smartphone.

Here, Maxine selected her Macan Electric's paint finish, interior colour, wheels, and other interior appointments.

To help customers choose the ideal paint finish, Porsche has combined the new Macan's paint options into four colour groups: Contrasts, Shades, Dream and Legends. The Paint to Sample (PTS) option offers a multitude of additional colour choices.

But if customers need a little guidance in choosing a particular style when it comes to specifying their new Macan, Porsche has also created Pre-Configuration options. Depending on the Macan model grade selected, customers can choose style themes such as Adventure, Power, Urban, Dynamic, and Performance, each of which combines paint finishes, interior colours and wheel styles to achieve particular aesthetic results. Customers can also choose to configure their own new Macan from scratch.

After making all of her selections, Maxine enjoyed 360-degree external and internal images of her personalised Macan Electric, showing every specific detail.

What did she choose?

"You will have to wait until it arrives," she says.

The Porsche Car Configurator also lets customers save, share and print their individual car configuration. They can also send it to their preferred Official Porsche Centre to place their new-car order.

The Porsche Car Configurator has set new standards in terms of digital content. Its continued development is part of the company's drive to create the strongest omnichannel ecosystem for customers. The Porsche Car Configurator offers more than sextillion different illustration facilities thanks to its ability to display exclusively designed combinations and other customer choices.

## Maxine's new Macan Electric

Want to see Maxine's new Macan Electric? Then stay tuned at [@porscheaus](#) and [@\\_mmaxinewylde](#).

## Link Collection

Link to this article

[https://newsroom.porsche.com/en\\_AU/2024/products/macan-electric-styling-session-with-maxine-wylde-37799.html](https://newsroom.porsche.com/en_AU/2024/products/macan-electric-styling-session-with-maxine-wylde-37799.html)

Media Package

<https://pmdb.porsche.de/newsroomzips/50ad635a-69d4-4106-8d0c-b870a25deff6.zip>

External Links

<https://www.porsche.com/australia/models/macan/macan-electric-models/macan-electric/>