

Aimé Leon Dore‘s custom Porsche 993 Turbo pays homage to New York

21/11/2024 The New York-based fashion and lifestyle brand Aimé Leon Dore (ALD) unveils the bespoke Porsche 993 Turbo - the fifth classic model restored in its long-standing partnership with Porsche.

Renowned for its unparalleled engineering and timeless design, the Porsche 993 Turbo is hailed as one of the greatest sports cars in history. It combines the final iteration of the air-cooled engines with a powerful twin-turbo powertrain that set a new standard for performance, handling, and durability. Aimé Leon Dore's restoration goes beyond aesthetics, delivering both a visual and technical revival of the celebrated classic.

Porsche 993 Turbo by Aimé Leon Dore

During an intensive development process, for a sportier look, elements from the 993 Turbo S were incorporated, including the iconic Turbo S spoiler, which provides both a visual enhancement and increased downforce. Additionally, the 993 Turbo S Exhaust and Front Splitter were fitted to improve aerodynamics, elevating the car's performance and aggressive front-end design.

The 18-inch Porsche Turbo Twist rims were finished in Mulberry Green to match the exterior, highlighted with a gold accent encircling the rims. Michelin, Porsche's trusted tire partner known for outfitting the seven-time title-winning Porsche 963, provided 18" Michelin Pilot Sport PS2 tires specifically for the 993 Turbo. The technical restoration of the vehicle was completed by using Porsche Classic Original parts.

“It’s great to see the latest installment of our partnership with Aimé Leon Dore”, says Deniz Keskin, Director Brand Management and Partnerships at Porsche AG. “The 993 is an iconic member of the 911 family and dream car for so many enthusiasts all around the world. ALD's take is a wonderful way of contributing to that enduring legacy.”

Aimé Leon Dore's refined design language extends to the interior, featuring dark brown leather, lambswool accents, and hardback seats. The seat backrests are painted in Mulberry Green, echoing the car's exterior. Dark brown carpets, floor mats, seats, and instrument cluster were selected for a cohesive, monochromatic look. The steering wheel and headrests display a custom Aimé Leon Dore and Porsche logo, highlighting the long-standing partnership between the two brands. A custom brass Unisphere gear knob brings a distinctive and personal touch to the interior. The door sills also feature the inscription “A team from outta Queens with the American dream,” a nod to the brand's roots and the inspiration behind Aimé Leon Dore's brand.

Exclusive capsule collection with Porsche Design

Inspired by the exclusive Mulberry Green Porsche 993 Turbo, the capsule collection features a range of apparel and accessories, including the long-awaited Leather Club Jacket.

“It has been a refreshing experience to work on this capsule with the ALD team”, says Nicola Ader, Director Marketing & PR Porsche Lifestyle Group. “The result is the perfect match for the car and a great way for both communities around the world to become part of this project.”

The capsule collection will be available on November 22nd both in-store and online at Aimé Leon Dore.

For the first time, Porsche Design of America will also offer a select range from the limited-edition capsule, available exclusively on the West Coast at the Porsche Design Store in Beverly Hills.

About Aimé Leon Dore

Founded by Teddy Santis, Aimé Leon Dore is a New York City-based fashion and lifestyle brand known for its focus on high-quality products that blend classic and contemporary styles, drawing inspiration from the city's diverse cultural influences.

MEDIA ENQUIRIES



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