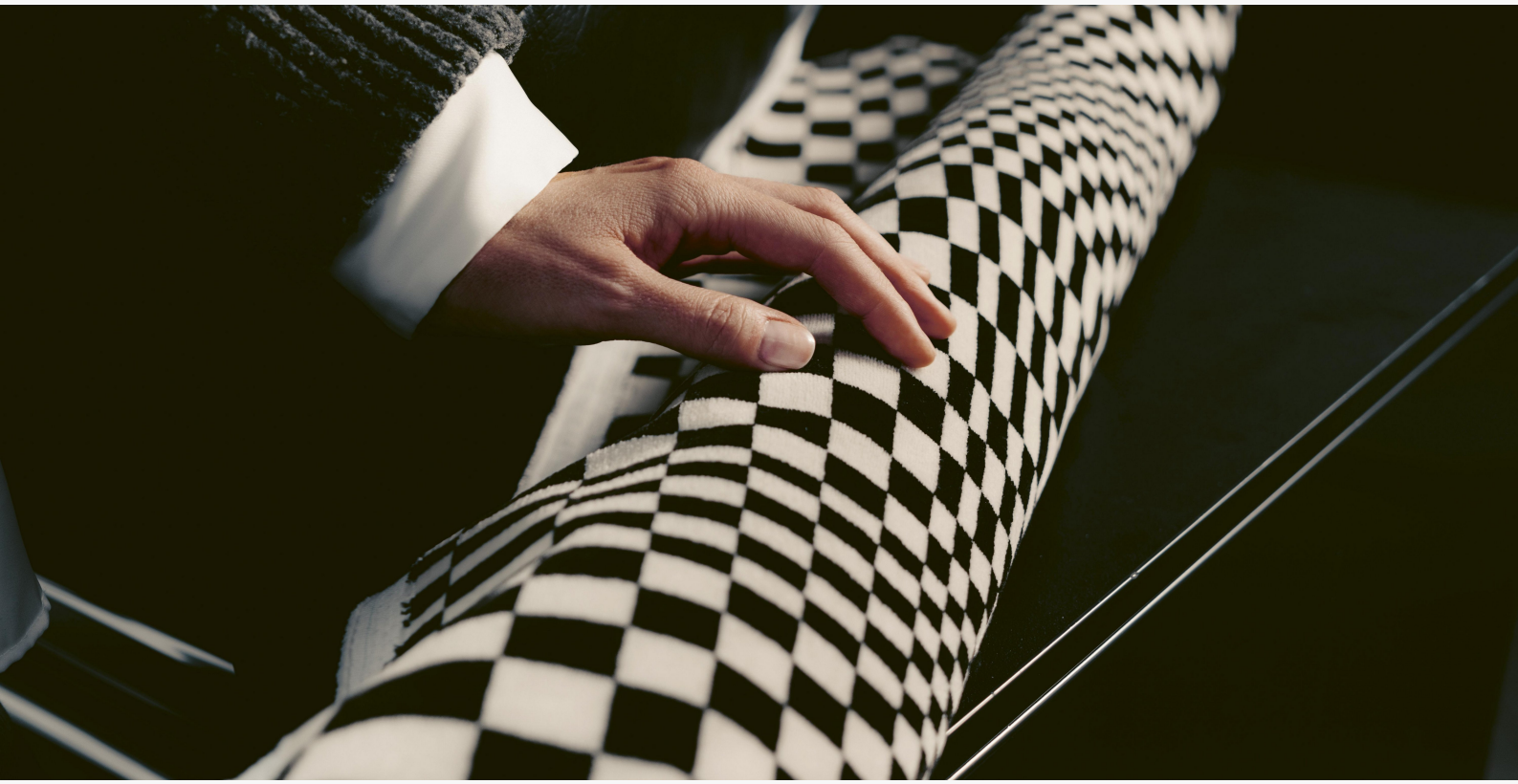


# Woven from dreams: Porsche brings back historic fabrics

01/12/2025 Iconic fabric patterns such as Pasha, tartan and Pepita are once again available in Porsche quality. Porsche has reissued these textiles, meaning that the interiors of many historic and more recent sports cars from the 356 to the 911 can be restored to their original condition. The fabrics are once again available to order from Porsche Centres or via the Porsche Online Shop.

Design is a fundamental component of the Porsche legend – not only in terms of a car's exterior, but also the interior. Style-defining textiles such as Pepita and legendary patterns such as Pasha, tartan or pinstripes have achieved cult status. Now these iconic fabrics are available again in a range of different colours.

“By reissuing these fabrics we are closing a gap, because most customers want to restore their historic or more recent classic cars to their original condition as closely as possible," says Ulrike Lutz, Director Classic at Porsche. "It was particularly important to us in this project that we maintain our quality promise with the fabrics. Unfortunately, there are many imitations on the market that are either not at all suitable as seat fabric or lose their appearance after a short time. That's why we want to offer our

customers a tested original alternative again."

## New edition offers original quality

With Porsche fabrics, the interior can be restored to its original condition, regardless of whether a renewal has become necessary due to wear and tear or because a historically incorrect interior design may have been retrofitted. The Technical Certificate for classic Porsche vehicles serves as a reference for the original specification.

As Porsche Genuine Parts, the new 'old' textiles meet the sports car manufacturer's high quality standards. This applies to the feel and durability as well as to the accuracy of the often extremely complicated patterns and colour combinations. "Often, the upholsterer only has to reupholster the driver's seat. In these cases, our aim is to ensure that it continues to match the front passenger seat, which will usually still have its original covering," explains Product Manager Lukas Werginz. In addition, the newly issued fabrics undergo a series of tests, for example for fire resistance, light and colour fastness, and abrasion resistance. This makes them ideal for a wide range of applications in vehicle interiors, such as seat covers or side panels. They are available in 1.5 by 2 metre sizes.

## Extensive research in the company archive and beyond

The main source of information for these new editions was the company archive. For illustrative purposes, Porsche also acquired rare stock items: in the US, for example, the experts found an untouched 911 seat. Upholstered in green tartan in 1975, this seat never found its way into a Porsche. "Stored in a light-proof cupboard, and therefore perfectly preserved, this new-old-stock item was gold dust for us," recalls Werginz.

Below is an overview of all the classic fabrics that are now available again:

| **Fabric** | **Vehicles** | **Part Number** |
|---|---|---|
| Pasha fabric white/black | 928 (1978-1979) | PCG000000AS79A |
| 964 Multicolour Cobalt Blue fabric | 928 (1991-1993)<br>944 (1991)<br>964 (1991-1994)<br>968 (1992-1993) | PCG000000AS9YD |
| Tartan fabric red/blue (McLaughlan) | 911 G-Model (1975-1980)<br>924 (1980-1982)<br>928 (1980) | PCG551081AS8AB |
| Tartan fabric green/blue (Black | | PCG551082AS2AC |

| | | |
|---|---|---|
| Watch) | | |
| Porsche lettering fabric Olive Green | 911 G-Model (1985-1987)<br>928 (1985-1987) | PCG000000AS1JK |
| Pepita fabric black/white | 356 (1963-1965), only 356 C<br>911 F-Model (1965-1973) | PCG551531AS730 |
| Pepita fabric red/black/white | | PCG551531AS005 |
| Pinstripe velour black/white | 911 G-Model (1977-1989),<br>964 (1989-1990),<br>924 (1977-1988),<br>928 (1978-1990),<br>944 (1982-1990) | PCG000000107BN |
| Porsche lettering Midnight Blue | 911 G-Model (1987-1989),<br>993 (1994-1998),<br>924 (1986-1988),<br>928 (1987-1995),<br>944 (1985-1991) | PCG000000004GP |
| Porsche lettering black | 911 G-Model (1987-1989),<br>993 (1994-1998),<br>924 (1986-1988),<br>928 (1987-1995),<br>944 (1985-1991) | PCG043204902CZ |

## Pepita, Pasha and tartan: Porsche's famous seat patterns

From 1963 onwards, Pepita was available as an option for the seats of the Porsche 356, and two years later it was also available for the 911 F model. Pepita consists of checks that are connected to each other by diagonal stripes. The name of the pattern comes from the stage name of the 19th-century Spanish dancer Josefa Durán y Ortega, which was 'Pepita de Oliva'. It was made famous by Christian Dior. In 1947, the French fashion designer presented his designs and used Pepita for the women's collection.

Tartan fabrics symbolise tradition and craftsmanship, belonging and self-confidence. In 1974, Porsche offered three tartans exclusively in the equipment list of the 911 Turbo. It was not until the 1976 model year that they were also offered in the 911. Tartans are characterised by their check pattern, which is created during the weaving process by using different coloured threads. At the International Motor Show (IAA) in Frankfurt am Main in 1973, Porsche presented a study of a 911 RSR Turbo with seat

centres and side panels in Black Watch tartan. One year later, Louise Piëch received her silver 911 Turbo 'No. 1', which had a red leather interior that featured McLaughlan tartan in the seat centres.

Inspired by waving chequered flags, the Pasha pattern pays tribute to the world of motorsport. First presented to the public in a 928 in 1977, in the south of France, and also offered in the 911, 924 and 944 until the mid-1980s, the pulsating, lively pattern became one of Porsche's most defining interior designs. The name 'Pasha' was intended to evoke images of Ottoman sultans reclining on comfortable silk and velvet cushions.

A good five decades ago, the design team around Anatole 'Tony' Lapine and Vlasta Hatter developed the pattern based on the legendary Erich Strenger poster. Cleverly arranged rectangles of different sizes created a sense of movement in the pattern, a visual translation of the dynamism and elegance that have always distinguished Porsche. With the new 911 Spirit 70, Porsche has helped the material make a comeback for the first time in a new vehicle.

## MEDIA ENQUIRIES



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### Consumption data

**911 Spirit 70 (WLTP)*:** Fuel consumption combined: 10.6 – 10.4 l/100 km; $CO_2$ emissions combined: 240 – 236 g/km; $CO_2$ class: G

*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).

## Link Collection

Link to this article
https://newsroom.porsche.com/en/2025/history/porsche-historic-fabrics-patterns-pasha-tartan-pepita-41237.html

Media Package
https://pmdb.porsche.de/newsroomzips/61dafd94-0ab0-4d3b-b059-431be7e3560a.zip

External Links
https://shop.porsche.com/gb/en-GB/c/porsche-classic

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