

Porsche Centre Oman celebrates Omani Women's Day with Porsche x Pilates

02/10/2026 A women-only lifestyle experience held on 30–31 October at Porsche Centre Oman brought together movement, creativity and personal expression.

Oman |Porsche Centre Oman celebrates Omani Women's Day with Porsche x Pilates, a two-day women-only experience at its Muscat showroom, bringing together wellbeing, lifestyle and opportunities to engage with the Porsche brand.

Taking place for two days, the invitation-only event welcomes Porsche customers, prospective customers and members of partner communities. The experience has been designed to transform the showroom into a welcoming space where guests can connect, explore their interests and experience Porsche at their own pace.

The programme includes optional Pilates sessions led by an instructor from ReForm Studio, alongside

an optional matcha workshop by Peak Matcha. Guests can select either activity during registration or enjoy the wider event without participating, allowing each attendee to shape the experience around their own interests.

A series of lifestyle collaborations will complement the programme, bringing additional elements of beauty, fashion and personal expression into the showroom. Estée Lauder through Capital Store will host a dedicated beauty pop-up, with further partner experiences to be announced following final confirmation.

“Through Porsche x Pilates, we want to create a welcoming space where women can connect, explore their interests and experience Porsche in a way that feels relevant to them,” said Ahad Al Harthi, Marketing Executive at Porsche Centre Oman.

“By bringing wellbeing and lifestyle experiences into our showroom, we aim to build lasting relationships with our guests while celebrating the individuality and aspirations of women in Oman.”

Porsche vehicles will provide the automotive setting throughout the two-day event, giving guests the opportunity to explore the brand alongside the wider lifestyle programme. The experience forms part of Porsche Centre Oman’s approach to engaging customers beyond the traditional vehicle purchase journey and creating opportunities for meaningful interaction with the brand.

The event also recognises Omani Women’s Day by bringing women together through a shared experience centred around movement, creativity, beauty and community.

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