

Porsche woman with drive in collaboration with Harper's Bazaar at the 2024 Formula 1® Rolex Australian Grand Prix

24/03/2024 Porsche has ignited its 2024 Formula 1® Rolex Australian Grand Prix celebrations with the 12th edition of its popular woman with drive luncheon.

Timeless excellence

Porsche Cars Australia gathered more than 150 of the country's most accomplished and driven women for a trackside celebration and panel discussion at the exclusive Porsche woman with drive in collaboration with Harper's Bazaar.

Held on the opening day of the Formula 1® Rolex Australian Grand Prix, the sought-after event is a

highlight of Porsche Cars Australia's woman with drive community, thanks to the valuable networking opportunities it creates and the inspiring conversations it gives rise to.

The event took place at the exclusive Porsche Pavilion, the sportscar brand's luxurious and vibrant trackside hospitality centre located at Turn 2 of the Albert Park racing circuit.

This year, the Porsche Pavilion has been inspired by the timeless styling of the Porsche 911 S/T, the purist special-edition model that marks the 60th anniversary of the 911 sportscar. Greeting guests as they arrived on Thursday was a spectacular example in Shore Blue, the first new 911 S/T to arrive in Australia and the inspiration for the Porsche Pavilion's remarkable colour scheme.

Surrounding the 911 S/T was an eye-catching floral display, which were gifted to guests at the end of the program.

The centrepiece for this year's Porsche woman with drive event, presented in collaboration with Harper's Bazaar, was the panel of accomplished and driven women, which discussed luxury design, craftsmanship and innovation.

The guest speakers were Jillian Davison, Editor-in-Chief of Harper's Bazaar in Australia; Karlie Ungar, a multidisciplinary designer and the Creative Director of Carla Zampatti; and chef, food stylist and recipe developer Sian Redgrave.

Moderating the discussion was Natalie King OAM, Professor of Visual Arts at the University of Melbourne.

The conversation delved into the synergies each guest speaker shared with Porsche and how creativity, style and vision have played a role in driving their lives forward.

Karlie Ungar probed the bridging of fashion and design and the joy of empowering women through both. She also discussed how the recent 60th anniversary of the Porsche 911 coincides with the forthcoming 60-year anniversary of the Carla Zampatti label – and the responsibility of continuing such an important legacy.

"Both of them have important reference points in people's lives," she said. "The emotional connections both brands create with their customers underlines their power and natural connection."

Sian Redgrave explored the fascinating intersection of food, fashion and design. The renowned chef shared details about curating culinary experiences and how her professional collaborations with luxury brands influence her creative process.

"Whether it's food or engineering, it's important to master the foundations. Only once you nail these foundations can you be innovative. Porsche has done this so well for so many years."

Jillian Davison shared her expert knowledge about luxury design and spoke about how winning the Outstanding Creative Award at the 2019 Australian Fashion Laureate Awards has shaped her editorial vision for Harper's Bazaar. She also shared her views on timeless elegance, the visually stunning styling theme behind the Porsche Pavilion.

"Timeless elegance," she said, "is taking classics and giving it your own attitude and your own style. It makes it individual and personal."

Among this year's VIP guests were esteemed indigenous artist Jade Akamarre and Kate Reid, founder of the world-renowned Lune Croissanterie.

Always a highlight in the Porsche events calendar, the collaboration behind this year's woman with drive luncheon elevated the atmosphere and experience for everyone.

"Two brands – Porsche and Harper's Bazaar – working together to celebrate this special community of high achievers has been invigorating and memorable," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia.

"Everyone was absorbed in the fascinating panel discussion. Combining so many accomplished people in the stunningly styled Porsche Pavilion created the perfect atmosphere."

Images: Camber Collective

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