

Nana Pan: A game with style

21/07/2025 Entrepreneur Nana Pan has found her rhythm between the golf course and her fashion studio – and a companion that can keep up with her: the Panamera 4 E-Hybrid Sport Turismo.

The sun hangs low over the fairway, and the green is still damp from the morning dew. Nana Pan stands quietly at the tee in a pink knit sweater and white cap, the club loose in her hands. She takes a deep breath and swings, sending the ball whooshing through the crisp morning air and arcing toward the flag. Pan pauses, observes the trajectory of the ball, and then nods with satisfaction. “Golf is like meditation,” she says. “You need focus, patience – and for that you’re rewarded with freedom and clarity.”

For the 46-year-old, the Hummelbachaue golf course near the city of Düsseldorf in the Rhineland region is so much more than just a sports facility. It’s a refuge, a playing field, and a source of energy. And it’s where she gets together with the people who are most important to her. Her 13-year-old son, Antonio, is now just as passionate about the game as she is, and even her husband, Jeff, regularly joins her on the course.

“We share this passion as a family,” says Pan. “It brings us even closer together.” But the sport has also allowed her to establish some new connections outside of her family. In Porsche Golf Circle, she has

found a global community – friendships, exchange, and group travel. “Golf is also a group sport. That initially surprised me – and was exciting.”

Discipline, independence and curiosity

Pan grew up in the port city of Qingdao in eastern China and moved to Germany alone at the age of 19.

“I couldn’t speak much German, but I was curious – about life, about Europe, and about the country with a reputation for technology and engineering,” she recalls. She studied computer science at the Technical University of Munich. While adjusting to life on a foreign continent was no easy task, the experience taught her discipline, independence, and curiosity. Three characteristics that would later form the basis of her entrepreneurial success.

She met her husband in Cologne, a self-taught fashion designer who dreamed of having his own label someday. In 2010, they founded the FLONA brand together. The name is an acronym: F stands for Jeff, LO for love, and NA for Nana. “We had no interest in participating in fleeting trends. We wanted our fashion to last – like our love,” explains Pan.

The environment and animal welfare are key concerns when it comes to producing their cashmere sweaters, linen dresses, and silk blouses. They opt for natural fibers, traditional fits, and high quality. The path to a successful, established brand was challenging, requiring ten years of trade fairs, showrooms, and persuasion. While her husband designs the clothing, Nana Pan sees to the finances, e-commerce, the customer database – and everything beyond the figures, strategy, and style that sets the brand core apart.

"I needed to try it out for myself"

The sport she discovered by chance five years ago provides her with the opportunity to unwind. “The golf course seemed like such a peaceful place as I was walking past, so I wanted to take a closer look,” recalls Pan. “One thing was clear. I needed to try it out for myself.”

She now plays golf four times a week, usually in the morning. She loves the quiet, the concentration, and the feeling of control and inner strength. Her approach to the sport is almost spiritual. “Every trajectory is different. You learn to deal with new challenges. That also helps me in my personal life and career.”

But the sport offers so much more. For example, Pan discovered a whole new world through Porsche Golf Circle – and immediately felt at home in it. The community is exclusive and welcoming. Golf enthusiasts from all over the world get together to play at the most beautiful courses around the world. Pan uses the Porsche Golf Circle app to network and share information with other members, register for events, and post photos from the fairway or tee in the evening sun. The app is great for chatting and

exchange. “We all know each other and get together at events around the globe. It's more than just a network. I've made some real friends along the way,” says Pan.

Porsche Golf Circle tournaments and events once took Pan to St. Andrews in Scotland, where she played the “Old Course,” one of the oldest and most prestigious courses in the world, whose history goes back to the 15th century. She's also been to Dubai, where both the game and the Icons of Porsche festival were held in the middle of the desert. Recently, she even traveled to the Thai island of Koh Samui, where golf and yoga are practiced on the golf course opened for the community.

The Amundi Evian Championship 2024

A special experience for Pan was the visit to The Amundi Evian Championship 2024 in France, which is sponsored by Porsche and is one of the five major women's golf tournaments. She and her husband first watched the professional competition from the Porsche Lounge, with a view of the spectacular course right on the banks of Lake Geneva, where the world's best female golfers were competing. A short time later, Pan found herself on the green as part of an exclusive round for female amateur players, organized by Porsche Golf Circle. Teeing off on the same course just hours after the world's top golfers is a feeling she'll never forget. “It was magical. I felt like a professional for a day,” says Pan. The evening was spent celebrating – with music, dinner, and a firework show above Lake Geneva.

The sun is now high above her local golf course, Hummelbachaue. After her morning golf session, Nana Pan makes her way back to her workday. As always, she silently pulls out of the parking space in her black Panamera 4 E-Hybrid Sport Turismo, with her golf bag in the trunk and her head full of ideas. “This car has enough space for my whole life,” she says.

Pan has been driving the model for three years now, and what she likes most about it is the fact that it's both sporty and elegant, fast and safe. And the Panamera has plenty of space – for golf bags and even for the family of three's ski equipment on winter vacations. She uses electric mode for her daily drive to the workshop, the golf course, and her son's school. “I charge at home. It's like plugging the cable into your phone.”

Best quality and timeless design

Nana Pan follows the same credo for mobility as she does for her fashion label: sustainability doesn't begin with sacrifice, but with choosing quality. “I don't like anything you use briefly, then throw away. I want things to last,” she explains. What that means in her daily life is responsible purchasing, durable materials, and timeless design.

And that also refers to the friends she makes through golfing. Pan will be flying to Ireland in July for the next tournament, and then she plans to fulfill her dream of participating in the Porsche Golf Circle Festival in Majorca. For Nana Pan, the journey she began five years ago is far from over.

Porsche Golf Circle

Inspiring people, remarkable events, access to special golf courses and tournaments such as The Amundi Evian Championship and the Porsche Singapore Classic with a look behind the scenes: the Porsche Golf Circle offers all this and more. A community like no other the world over, with a shared passion for Porsche and golf. The app forms the foundation, allowing users to share news about events and tournaments in the feed. Tutorials with professional golfers provide valuable insight, while exciting articles from the world of golf offer entertainment. A chat function allows you to keep in touch with the community, until you get together for the next event at the first tee.

Porsche Golf Circle App: Download the app now and enjoy global networking.

Info

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