The 911 SC at the centre of a partnership with Aimé Leon Dore

Le informazioni contenute in questa pagina riflettono lo stato dei fatti alla data di pubblicazione; alcune informazioni potrebbero risultare obsolete o non più accurate.

19/05/2021 Porsche and the New York fashion label Aimé Leon Dore (ALD) have joined forces again to redesign a car. Following the restoration of the Type 964 911 Carrera 4 that was presented at New York Fashion Week in 2020, the two brands have collaborated to restore a 911 Super Carrera.

ALD founder and Creative Director Teddy Santis is fulfilling a dream with the olive-coloured 911 SC: a very personal 911 based on his family's roots and values. "The vision for this project was always to portray the Super Carrera with a completely different type of intimacy than the 964 but in a way that would feel equally impactful," says Teddy Santis. "The design of the vehicle and the creative direction for the project both come from my childhood on the Greek islands and the unique beauty of things that get better with age and wear in that environment."

Unique handcrafted combinations

Like the Carrera 4, the 911 SC demonstrates his pure passion for the brand and loving attention to detail. For the exterior, he chose the classic Porsche colour Olive. Auxiliary lights on the bonnet, Fuchs wheels and a roof rack also make the historic 911 the perfect everyday companion. These features mean that the 911 SC is equipped for driving on roads that might be rather less than perfect.

Inside the car, Santis combined materials and colours in a unique way. Persian carpets are used as floor mats, for example. The fashion designer also integrated these into the doors. The original Recaro seats were painstakingly restored by the supplier itself. All the materials – from the leather to bouclé – were processed by hand.

"Working in partnership with Porsche is always a deeply humbling experience and a privilege, but this project specifically left me with a deeper appreciation for the company, its core values, and the amazing people that work there," says Teddy Santis. "It is a testament to the dedication, resourcefulness, and vision of the Porsche team that our relationship became tighter during the coronavirus crisis when all our plans were being thrown into chaos and we needed to adapt. More so than ever, the realization of this project is as much about teamwork and collective belief as it is about the shared vision of the two brands."

"Just like the first vehicle that we created as part of our partnership, the 911 SC is a characteristic interpretation of the 911 idea," says Robert Ader, Vice President Marketing (CMO) at Porsche AG. "I am

delighted that we are not just able to show Porsche fans a fantastic project at the interface between sports cars and fashion, but also that we were able to help Teddy Santis to make his dream come true."

Premiere of the restored 911 SC in New York City

The restored vehicle will premiere in New York City from 21 to 23 May: customers and fans of both brands will be able to admire the 911 SC in the heart of Manhattan, at the brand's NYC flagship. At the same time, Aimé Leon Dore will launch a capsule collection using materials and patterns from the redesigned car. The collaboration with Teddy Santis is another example of an authentic partnership between Porsche and a brand enthusiast, who has been able to realise a long-held dream thanks to the sports cars from Zuffenhausen.

Info

Aimé Leon Dore is a fashion and lifestyle brand that was founded in 2014 and has its headquarters in Queens, a borough of New York City. Inspired by daily life and culture, Aimé Leon Dore has continued to refine and progress the definition of men's fashion through a clean, bold and classic aesthetic.

MEDIA ENQUIRIES



Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

Link Collection

Link to this article
https://newsroom.porsche.com/it_CH/2021/scene-passion/porsche-partnership-fashion-label-aime-leon-dore-teddy-santis-restoration-911-sc-24519.html

Media Package
https://pmdb.porsche.de/newsroomzips/c9864eeb-0415-4440-88d4-bf4c19ff2c83.zip

External Links
https://eu.aimeleondore.com/