

Porsche Centre Egypt hosts wellness yoga experience with Beyond Fitness Sports Wear

20/12/2025 Porsche Centre Egypt partnered with Beyond Fitness Sports Wear to host an exclusive wellness yoga experience, bringing together Egypt's fitness and wellness community for a lifestyle-led activation that redefined performance beyond the road.

Egypt |Porsche Centre Egypt collaborated with Beyond Fitness Sports Wear to deliver a curated wellness event on 20 December at Porsche Centre Kattameya, highlighting a shared commitment to performance, balance and modern active living through an immersive community experience.

The exclusive event brought together members of Egypt's fitness and wellness community in a calm yet energised setting, featuring guided yoga sessions designed to encourage movement, mindfulness and recovery. Carefully curated wellness and recovery spaces complemented the sessions, offering participants a holistic environment that reflected both brands' approach to performance as a lifestyle mindset.

Co-branded hydration, healthy refreshments and thoughtfully selected music programming further enhanced the experience, creating a refined atmosphere that blended Porsche's performance DNA with Beyond Fitness Sports Wear's functional athleisure philosophy. The collaboration demonstrated how automotive excellence and modern wellness culture can intersect to create meaningful, lifestyle-driven engagement.

The activation reflects Porsche Centre Egypt's continued evolution as a lifestyle brand, extending the concept of performance beyond driving to support balance, recovery and active living. Through strategic partnerships, Porsche Centre Egypt continues to connect with new communities and foster deeper emotional engagement through purpose-led experiences.

Partnering with Porsche Centre Egypt offered an opportunity to translate shared values into a real-life experience.

"Partnering with Porsche Centre Egypt – literally the collaboration of the year – allowed us to bring our shared belief in performance, movement, and modern wellness to life through a meaningful community experience," said a spokesperson from Beyond Fitness Sports Wear.

By engaging directly with Egypt's wellness and fitness community, Porsche Centre Egypt reinforces its commitment to modern lifestyles, proving that performance is not limited to the road but extends into everyday movement, wellbeing and mindful living.

In The Media

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