

Empowering women and embracing innovation with the new all-electric Macan

12/12/2024 **Porsche Réunion celebrates women with an exclusive event at Villa Fleurié.**

La Réunion | Porsche Réunion welcomed a select group of clients and influencers to an exclusive morning event on Thursday, December 12, 2024, dedicated to women at the enchanting Villa Fleurié, a long-standing partner of the Porsche brand on the island. Set in the picturesque surroundings of Provence, the event celebrated the launch of the all-new, fully electric Macan, combining elegance, wellness, and innovation.

A Morning of Inspiration and Elegance

The morning began with a delightful Provençal breakfast created by Villa Fleurié, setting the tone for a truly special event. Guests were invited to immerse themselves in a series of unique, hands-on workshops designed to engage and inspire. A Vinyasa yoga session led by Chloé (@chloe.rkt.yoga)

provided a calming start to the day, offering guests a chance to connect with themselves and each other in a peaceful setting.

This was followed by a floral arrangement workshop hosted by Au Pays des Fleurs (@aupaysdesfleurs_reunion), where attendees explored their creativity and learned the art of floral design. A sense of community and creativity filled the air, reflecting the values of collaboration and beauty shared by Porsche and its partners.

Discovering the New Fully Electric Macan

The highlight of the event was the exclusive preview and test-drive of the brand-new, fully electric Macan, a new milestone for Porsche's electrification journey. Attendees had the opportunity to experience the vehicle firsthand with professional driving instructors, gaining an in-depth understanding of the Macan's cutting-edge technology, performance, and sustainable features. Guests were impressed by the seamless fusion of Porsche's iconic driving experience with the benefits of electric mobility.

Porsche: Empowering Women, Embracing Innovation

The exclusive event at Villa Fleurié reflects Porsche's ongoing commitment to empowering women and promoting sustainable innovation. As part of Porsche's global strategy, this event in Réunion emphasized the brand's core values of performance, luxury, and responsibility—qualities that extend beyond the automotive world and into meaningful partnerships with local communities.

At Porsche, we believe in creating memorable experiences for our customers and supporting the causes that matter most to them. This event not only celebrated the arrival of the new Macan but also showcased the importance of connection, creativity, and sustainability.

Villa Fleurié, a gem of Réunion Island

Nestled in a lush green setting on the heights of Bellepierre, Villa Fleurié, ranked among the 1,000 best restaurants in the world is a unique venue offering an exceptional backdrop that combines elegance, charm, and refinement. As the gastronomic partner of Porsche Réunion, Villa Fleurié is much more than just a dining venue: it is a place where culinary art, hospitality, and creativity come together.

The event culminated in a delightful Provençal lunch created by Villa Fleurié, where attendees had the chance to unwind and reflect on the morning's experiences. The exquisite menu was crafted to complement the laid-back, yet refined, atmosphere of the event, offering a perfect ending to a day of inspiration, connection, and celebration.

In the Media

MEDIA ENQUIRIES



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

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