

Sonderwunsch Lounge debuts at Icons of Porsche

23/11/2025 An on-site fitting lounge was a new highlight at the Icons of Porsche festival in Dubai this year.

For the first time a Sonderwunsch Lounge was a feature of the Icons of Porsche festival in Dubai over the weekend.

Located inside the Icons Lounge, the Sonderwunsch Lounge featured a collection of paint, leather and interior samples, as well as inspiration books and two live presentations held every day at 5pm and 8pm to explain the details of the program.

'Special Request' in German, Sonderwunsch gives owners the ability to express their personality through their Porsche, to tailor it to a bespoke configuration using more than 220 Paint-to-Sample colours across all model lines, along with near endless possibilities inside and out.

Once the base model is selected, exterior colour options are explored. The next decision is wheel rim

colour, side window trims and a model designation badge that complements the exterior colour.

With the exterior agreed upon, the team discusses interior alternatives beginning with leather samples as well as leather samples from Exclusive Manufaktur and Leather To Sample that gives three levels of leather materials.

“Customers will often combine two or even three interior colours and once that’s confirmed we move to the seat centres and door cards where we offer some tartan materials, Pepita and other materials that blend nicely with the overall look,” said Dusan Dragicevic, Individualisation Expert at Porsche Middle East and Africa.

With the spec finalised, the excitement builds when the ingredients are pieced together and customers see the first renderings.

“For Icons of Porsche, we prepared one example of a ‘dream car’ to demonstrate the concept phase of the Sonderwunsch customer consultation,” said Dragicevic.

“We made renderings with Porsche AG in Germany the same way we would if you were a customer.

“When we show the pictures of a car with several different angles of the interior and exterior, that's when the excitement really starts because it’s becoming a reality for the first time.

“In optimal conditions, the process usually takes around eight to 12 months from the first consultation to production and delivery to the customer.”

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