



Porsche NOW launches its newest location at Chadstone

01/11/2025 Porsche continues its innovative Porsche NOW pop-up concepts in Australia during 2025, introducing its cutting-edge experience to Melbourne. The immersive and experiential concept, which combines design, technology and lifestyle, will give Porsche customers and enthusiasts the opportunity to experience Porsche's innovation, luxury and lifestyle at Melbourne's premier shopping and lifestyle destination, Chadstone.

From Saturday 1 November 2025, members of the public are invited to explore Porsche NOW Chadstone, where the latest models, hands-on workshops, and Porsche Lifestyle products converge to tell a truly unique Porsche story in a thoughtfully curated space to ignite curiosity and celebrate the DNA of the brand.

"The Porsche NOW pop-up concept has evolved into an immersive and unforgettable brand experience, captivating both loyal customers and passionate Porsche enthusiasts," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia.

“With its new location at Chadstone, Australia’s premier shopping and lifestyle destination, we’re thrilled to elevate the Porsche experience even further. This new setting offers our community a dynamic opportunity to connect with the brand and discover the lifestyle products that Porsche offers, especially as we approach the festive season.”

Enter the world of Porsche NOW

The Porsche NOW concept offers a visceral experience that is both bold and creative and is designed to captivate and immerse Porsche owners and enthusiasts in a truly unique way. This dynamic space invites the community to engage with the Porsche brand in a distinctly modern setting — one that seamlessly blends the marque’s iconic design language with cutting-edge experiential elements.

Conveniently located at the entrance of Chadstone’s ground floor in the Luxury Precinct, visitors will have the exclusive opportunity to explore a selection of special Porsche models such as a 2025 Exclusive Manufaktur 911 Carrera GTS, the all-new electric Macan, a selection of cherished classic models, alongside other distinguished models from past and present.

Guests will be invited to explore the world of Porsche through interactive installations, bespoke events, and premium offerings. Live workshops and hands-on demonstrations will provide deeper insight into the brand’s latest innovations, including its advancements in electrification and future mobility.

In continuation of its celebrated partnership, Porsche NOW will also feature the Porsche Exclusive Coffee Blend, crafted in collaboration with renowned Melbourne coffee roasters, St. ALi — offering guests the taste of Porsche’s curated coffee that’s exclusively served in Official Porsche Centres.

Porsche Lifestyle, redefined

The Porsche NOW Chadstone pop-up will display several Porsche Lifestyle and Porsche Design collections, perfect for those seeking the ultimate Christmas gift this season. From the official Martini Racing and Porsche Motorsport Replica Collections to Porsche Design sunglasses — as worn by Porsche global ambassador Orlando Bloom — the curated retail offering reflects the brand’s commitment to precision, performance, and timeless style.

Visit us from 1 November

Porsche NOW Chadstone is owned and operated by the Official Porsche Centres in Melbourne, Brighton and Doncaster, offering a central and convenient location for customers to engage with the brand in a new and exciting way.

The Porsche NOW Chadstone pop-up will be located at Shop G041/1341 Dandenong Rd, Chadstone

VIC, with free public access from Saturday 1 November until Sunday 15 March 2026.

Link Collection

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