

75 Years Porsche in Australia Collection

19/05/2026 Celebrate in style as Porsche marks its 75th year in Australia.

Crafted for the Land Down Under

As part of its 75-year celebrations in Australia, Porsche is introducing a special first: the 75 years Porsche in Australia collection, the first Porsche unisex clothing and accessories collection crafted exclusively for Australia.

This catalogue of timeless items honours the Porsche marque's relentless spirit of innovation and performance during its pioneering journey from the early 1950s, when Norman Hamilton officially imported the first two Porsche 356 sports cars into Melbourne, to today, where Porsche remains the benchmark for driver-focused excitement, timeless style and luxury.

"Porsche is a long-standing cornerstone of Australia's sports car culture," says Daniel Schmollinger,

CEO and Managing Director of Porsche Cars Australia. “This special made-for-Australia collection commemorates the drive and spirit that has brought Porsche to today, and this same drive and spirit will propel Porsche in Australia for the next 75 years.”

The 75 years Porsche in Australia collection

This special collection captures this uniquely Australian chapter of Porsche history, one in which daring and adventure feature prominently.

Clean lines and purposeful details underpin the character of this collection, which was inspired by Porsche's enduring design philosophy. All items carry the commemorative 75-year motif, which acknowledges the places, the people and their passion which turned a pioneering arrival into a lasting sports car legacy.

Unisex Hoodies

Premium hoodies featuring the Porsche crest on the front and the exclusive 75-year motif on the back. Designed for comfort, the hoodies are a modern essential that blend everyday wearability with unmistakable Porsche identity.

Signature T-shirts

Lightweight, versatile and timeless. Available in black and white, each t-shirt carries refined Porsche design and the commemorative motif. Subtle sleeve details on the white t-shirt and clean silhouettes make these pieces effortless companions for any occasion.

Elevated accessories

A refined keyring printed with the anniversary motif keeps a piece of Porsche heritage close at hand. A sleek insulated travel mug accompanies every drive with understated sophistication, while a classic cap completes the look with a subtle nod to a chapter still unfolding. Each piece is shaped to celebrate not just where Porsche has been but the road that continues ahead.

Info

The 75 years Porsche in Australia collection is now available from the Porsche Online Store or your local Official Porsche Centre.

Link Collection

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart