Porsche She's Electric

21/08/2025 Porsche Cars Australia profiles some of the country's most successful driven women who are charging to the front of their respective fields.

Porsche Cars Australia is celebrating the performance, purpose and power of the modern Porsche woman in this special Newsroom series. 'She's Electric' is the newest Porsche *woman with drive* campaign and it honours four trailblazing leaders from the worlds of business, hospitality, publishing and design.

This latest campaign was opened last week with a special gathering of creatives and thought leaders at an intimate event at Dovecote on the stunning New South Wales south coast, where the four guests of honour—Emma Lewisham, Justine Cullen, Sian Redgrave and Simone Haag—took part in an intimate, inspiring and thought-provoking conversation, led by renowned editor and creative, Jillian Davison.

In the coming weeks, Porsche Cars Australia will profile each of these driven women and explore the deep catalysing forces that drive them to success.

Electric drive

“Emma, Sian, Justine and Simone represent the spirit of contemporary Porsche and what it means to have drive,” said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia.

“She's Electric will help connect the next generation of Porsche women with inspiring stories of drive and performance paired with the growing fleet of electric vehicles that is encouraging those to drive towards their dreams.”

The first instalment in this series will be published in the Porsche Cars Australia newsroom on Thursday 21 August 2025.

Emma Lewisham

Founded in New Zealand, Emma Lewisham is the founder of her eponymous skincare brand, which embodies a genuinely revolutionary approach that unites luxurious, science-led natural skincare with pioneering progress in sustainability. It is the world's first climate positive and 100 percent circular designed (refillable) beauty brand.

Emma's leadership has transformed the beauty industry through her unwavering commitment to circular design, refillable packaging systems, and complete ingredient transparency — earning international acclaim and setting new standards for sustainable beauty. Her pioneering approach merges cutting-edge innovation with uncompromising integrity, proving that high performance beauty products and environmental stewardship can co-exist, without compromise.

She brings to this panel a forward-thinking perspective on entrepreneurship, responsibility, and building a brand with purpose.

Sian Redgrave

Sian Redgrave is an Australian chef, food stylist and culinary innovator known for her elevated yet approachable take on food and entertaining — one look at her Instagram profile and you'll come to see her unique and creative takes on classic dishes.

With a background in fashion and a deep love for storytelling through food, Sian brings a unique aesthetic sensibility to everything she touches — from curated table settings to visually rich recipes.

She first rose to prominence as the winner of The Great Australian Bake Off and has since built a loyal following through her refined, honest approach to sharing the joy of cooking. Sian's work spans editorial, television, and brand partnerships, and she continues to inspire a growing community with her

thoughtful voice, modern hosting ethos, and creative vision.

She brings to this panel an elegant perspective on creativity, lifestyle, and the art of bringing people together through the joys of food.

Justine Cullen

Justine Cullen is one of Australia's most respected voices in fashion, media, and publishing, known for her sharp editorial eye and instinct for cultural storytelling.

As the former Editor-in-Chief of InStyle Australia, and founding Editor-in-Chief of Elle Australia, Justine has helped shape the conversations around fashion, style and beauty for over two decades. Her leadership has been defined by creativity and innovation, championing women's voices, nurturing emerging talent, and creating content that sparks thought-provoking discussions.

Justine is also the author of the bestselling memoir Semi-Gloss — a collection of autobiographical essays that offer a candid and witty look at magazines and motherhood — and is making waves in the Substack world thanks to 'Late-Night Snacking with Justine Cullen', alongside its spin-off podcast, The Late Night Snacking Trivia Game.

With her wealth of experience and creative insight, Justine brings a dynamic perspective to conversations around media, identity, and the evolving world of modern womanhood.

Simone Haag

Simone Haag is a Melbourne-based interior decorator and stylist renowned for her ability to craft spaces that feel "layered, soulful, and deeply personal."

Simone began her career as a stylist and design manager at Hecker Guthrie, where she discovered a creative intuition and strategic mindset to design and decorating.

Today, her signature style blends vintage, contemporary, and bespoke pieces, curated with an emphasis on storytelling and emotional resonance.

Simone has collaborated with some of Australia's most respected architects and designers, and her work has been featured in top design publications globally. Beyond her interiors practice, she's a compelling speaker with a passion for the narrative power of design — and brings to every project a warmth, curiosity, and instinctive sense of what makes a space feel like "home."

woman with drive

woman with drive is an online content platform from Porsche Cars Australia that celebrates and empowers women with inspiring and vibrant stories. woman with drive has published a number of stand-out campaigns, including the Women at PCA Series. It also brings together Australia's trailblazing women at Porsche's annual Woman with Drive event during the annual Formula 1® Australian Grand Prix.

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