

Press Release

December 2009

Porsche Design in Crystals at CityCenter

New Porsche Design Store in Las Vegas

Stuttgart. The Porsche Design Group (Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG), Stuttgart, opened its fifth Porsche Design store in the United States of America. The 95 square meter store in Las Vegas (Nevada) is located in the exclusive Crystals at CityCenter – the elite shopping district of CityCenter designed by the internationally renowned architects Studio Daniel Libeskind and David Rockwell. The store offers the full range of Porsche Design products.

“We are proud to be part of Crystals, which brings a new shopping experience to Las Vegas”, says Dr. Juergen Gessler, CEO of Porsche Design Group. “Additionally as a luxury brand with particular focus on technically inspired products, Porsche Design will share its uncompromising essence with the customers in Las Vegas: passion, performance, purism and precision. With the new store we will strengthen our presence in the United States and are really looking forward to intensifying our business.” Porsche Design has already stores in New York, Boston, Costa Mesa/Los Angeles and Beverly Hills.

The new store in Crystals at CityCenter on the Las Vegas Strip offers the complete range of Porsche Design products, from luggage and eyewear to fashion, watches, jewellery, smoking accessories, mobile phones and writing tools. A highlight is the new men’s collection, which for the first time has been entirely designed by Porsche Design itself. The functional, enduring and purist demand of the brand is thereby combined in a unique way. Not only does the collection captivate with its classic design but also with the top quality materials that have been skilfully and innovatively combined. The products are second to none not only in terms of design: aesthetics have been intrinsically linked with functionality across the whole collection. Dr. Juergen Gessler: “These products combine our company’s success factors: a classic and enduring line, as well as high innovative power.”

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The shop design supports the premium products by Porsche Design in their functional essence and communicates the idea and philosophy of the brand. “The products are designed to encompass our customers in their career, in their spare time at home and away as well as in the office or during sport”, says Dr. Juergen Gessler. The Las Vegas store shows contrasts through the combination of natural materials like smoked oak and innovative high-tech materials. Plasma monitors screen short films showcasing Porsche Design products and craftsmanship, helping to bring the brand to life and a richer experience for customers.

Porsche Design is a luxury brand with particular focus on technically inspired products. The brand was founded in 1972 by Ferdinand Alexander Porsche, and since then its products have stood for functional, timeless and purist design. The product portfolio includes classic men’s accessories, a sport and fashion collection as well as electronic products and a men’s fragrance range. The products are designed in the Porsche Design Studio in Zell am See (Austria) and sold worldwide in own stores, shop-in-shops, high quality department stores and exclusive retail outlets.

Porsche Design Store at

Crystals at CityCenter:

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