

PRESS RELEASE

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Porsche Design is expanding its successful reading spectacles collection to include model P'8810 which has an innovative folding mechanism.

The P'8810 comprises eight sub-segments that allow it to be folded up to a minimum size of nine-by-three centimetres, which is not much bigger than a lighter. Inspired by the circular structure of a snail shell, the P'8810 can be folded in and out in the way a shell form spirals inward.



Moreover, the P'8810 is captivating with a clear design, greater functionality and a sport and elegant look. The material mix of ultra-light titanium and exquisite high-tech plastic gives it stability and outstanding wearing comfort and a characteristic front and the ergonomically shaped sides highlight its dynamic expression. Anti-reflection Rodenstock lenses prevent bothersome reflections and guarantee optimum reading comfort. The P'8810 is not only extremely thin, light and unsusceptible to breaking, it also has a special coating that offers protection against being easily scratched.

P'8810 comes with an unusual case in a mobile phone format that opens automatically via a snap mechanism by using just a small amount of pressure.