

## Porsche Design unveils the 2011 collection along with Bird Group's Annual Art Calendar

**New Delhi, January 27, 2011:** Porsche Design the leading high-end men's accessory brand in partnership with Bird Group, unveiled its 2011 collection at a gala event organized at their store in DLF Emporio, Vasant Kunj, New Delhi on Thursday, January 27, 2011. Bird Group also launched their 2011 limited edition annual art calendar at the event.

Various models sporting Porsche Design accessories, unveiled the 2011 collection amidst the glittering event, which was attended by the who's who from the fashion and lifestyle industry. The new collection offers an extensive range of Porsche Design products like sunglasses, jackets and shoes along with luxury lifestyle and corporate gifting products like cigar cases, perfumes, wallets and pens.

Some of the most impressive products from the 2011 collection are the P'8447 sunglasses, with frames made out of 18K gold featuring unbreakable polycarbonate lenses. The collection also features Bounce:S, the range of super cool running shoes. Taking inspiration from the sports car suspension system, the shoes are engineered with metallic springs which bounce the feet forward for the next step, absorbing the impact through foam or air. The collection also offers high-end accessories like the P'3622 cigar cutter with blades which move both horizontally and at an angle to cut cigars perfectly every time and manicure set with accessories made in Solingen.

Speaking at the launch, Ankur Bhatia, Executive Director, Bird Group said, "Porsche Design opened their first store in India with Bird Group as their franchise partner in February last year. We are proud to have completed a successful first year of the 100th Porsche Design store in the world."

He further added, "India is one of the countries with the fastest-growing HNIs in the Asia-Pacific and is projected as the next hub of luxury goods consumption. Our association with Porsche Design is a step towards bringing high end luxury products to India. At Bird Group, we will be looking at further expansion in luxury retail, by bringing more international brands into India in future."

The evening further witnessed the launch of Bird Group's limited edition annual art calendar. Recognizing the work of contemporary artists, the Bird Group 2011 calendar showcases the theme of 'World of Wearable Art'. Encapsulated by renowned ad film maker and photographer Rohit Chawla the calendar features the lush Kiwi landscape and a bizarre haute couture line to transport a magical play-field. "This is the third limited edition art calendar launch from Bird Group. Every year we aim to recognize the works of renowned artists from around the world through our calendars. This year we have captured the essence and magic of the extraordinary works of wearable art, photographed by Rohit and put them on the wall as stunning works of art," said Ankur.

### About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 5000 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Comprehensive Airline Representation & Management, Hospitality, Passenger Aviation Services & Ground Handling, Cargo Management, Education & Training, Business Consultancy & Luxury Retail. Together, the various companies within these verticals generate direct

### **About Porsche Design**

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.

For more information, visit the Bird Group website [www.porsche-design.com](http://www.porsche-design.com)

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