
Press Release

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Poggenpohl and Porsche Design extend cooperation and plan new kitchen

Porsche Design kitchen for the Ritz in Paris

Bietigheim-Bissingen/Herford. Premium kitchen manufacturer Poggenpohl and luxury brand Porsche Design have extended their licence partnership to 2014. The licence agreement has been in existence between the two premium brands since the Porsche Design P´7340 luxury kitchen was developed and launched in 2005. Both companies have also agreed on an option to develop and produce a new kitchen with a starting price to remain below that of the present P´7340 luxury model.

Elmar Duffner, Managing Director of Poggenpohl Möbelwerke GmbH was shown to be extremely satisfied with the move to continue the licence agreement and says: "The brand cooperation arrangement between Porsche Design and Poggenpohl is a success story. I am very much looking forward to continuing our work together".

"The Porsche Design luxury kitchen complements our range perfectly and in Poggenpohl we have also found the ideal partner", says Dr. Jürgen Gessler, Porsche Design Group CEO. "With its purist design, the P´7340 contributes to the integrity of the brand's clean, sleek lines. After all, the kitchen is becoming increasingly important as a central meeting point. Our luxury model gives the ideal kitchen to those who not only enjoy cooking but also derive pleasure from high-tech."

In the meantime, Porsche Design kitchens from Poggenpohl are found in private households and exclusive apartment complexes all over the world. Whether in Dubai, Bangalore, Florida, Hamburg, Hong Kong, Lisbon, Moscow, Paris or Zurich – wherever deep-pocketed customers and apartment complex investors attach importance to exquisite quality and exclusivity, the P´7340 is the No. 1 choice.

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The latest example is the legendary Ritz Hotel in Paris. The managers of the luxury establishment ordered a black Porsche Design kitchen for the hotel's most expensive suite. The "Imperial" covers an area of 200 square metres and has two bedrooms, a living room, kitchen and bathroom (costing € 10,000 a night). Regular guests staying in the luxury suite include European and Arab royal families. Before the Porsche Design kitchen was fitted, the luxury suite was lavishly renovated and also forwent an extra bedroom in favour of the kitchen.

A further order for Porsche Design kitchens comes from the Portuguese capital Lisbon. This is where an exclusive apartment building is being constructed in the famous Chiado quarter. Poggenpohl is delivering no fewer than seven Porsche Design P´7340 luxury models for this project. Around the world, kitchens of the Porsche Design luxury brand are meanwhile sold at some 90 selected dealers and the company's own exclusive Poggenpohl studios.

Poggenpohl was established in 1892 and is today the world's most famous kitchen brand. The company employs 550 members of staff worldwide and exports its exclusive kitchens to over 70 countries across the globe. All products are developed and manufactured without exception at the company's operation in Herford, Westphalia. Since 2000, Poggenpohl Möbelwerke GmbH has been part of Sweden's Nobia Group, Europe's largest manufacturer of kitchens.

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Porsche Design is a luxury brand with a particular focus on technically inspired products. The brand was founded in 1972 by Ferdinand Alexander Porsche whose products have been synonymous since then with practical, timeless and purist design. The product portfolio covers classic accessories for men, a sports and fashion collection, electronic products as well as a range of men's fragrances. The products are created at the Porsche Design Studio in Zell am See/Austria and sold world-wide in the company's own stores, shop-in-shops, high-quality department stores as well as through the exclusive retail trade.

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