

Porsche Design- can I afford ANYTHING in this store??

Written by hasmita bhana
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Who would've thought that the swanky looking store in the affluent Hyde Park Shopping Centre would have a product that I would be interested in buying and can actually afford? Often we make this presumption. We'll like what we see in a store window and gaze warily inside. There seems to be an almost magnetic force that repels us from entering because instinct is telling us we won't be able to afford anything in the store, so why bother?

I have to admit that before last week Thursday, I hadn't set foot in the Porsche Design store despite frequenting Hyde Park on an almost weekly basis. I would think to myself, "if I can't afford the car, what makes me think I would be able to afford anything in the store?"

Boy, was I wrong.

8 bloggers were invited to a cocktail party at the Porsche Design store. We got introduced to the brand, met the owner, and got a detailed overview of everything in the store.

The key take aways for me from the event were:

1) Porsche Design has nothing to do with the car. Yes, a member of the Porsche family started the company, but Porsche Cars and Porsche Design are 2 distinct entities with nothing in common except the name

2) There is something in the store for everyone. If you have R1000 to spend, get yourself a wallet. If you have R1,000,000 to spend, buy a watch

and

3) You're not just paying for the brand. You're paying for functionality and intricate thought and design behind every single product, be it a pen or a jacket.'

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So continue reading this blog post and the posts that follow for an almost tangible Porsche Design Experience!

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