



The catwalk isn't the only place you find fine Italian tailoring

Great expertise selecting and cutting leather, combined with maniacal attention to detail and the quality that has always been a distinctive feature of Italian tailoring. But we're not talking about the designers, tailors and dressmakers who create the garments worn by stunning models on the catwalk, but a team of more than 50 people who, drawing on a time-honoured tradition of fine craftsmanship, personalise Lamborghini super cars and underscore their truly sporty temperament.

A team of 52 people, more than 40 of them women, looks after the upholstery and finishing of Lamborghini cars, from floor to dashboard. They cut and stitch the fine materials, including leather and Alcantara, used to upholster cars' interiors before they are delivered to their owners. Tailors, stylists and leather experts work under the guidance of Lamborghini upholstery department manager Stefano Fabbri, who has been employed by the company for the last 20 years. Before that, when he was 16, he began a long apprenticeship in Ferrara with one of the last expert craftsmen in this sector.

The importance of this department has grown over the years because customers want to make their dream car unique, and the saddlery/upholstery department helps turn their wishes into reality. The interiors, the leather and the stitching are some of the few variables that can be personalised in these cars and the team has to accommodate some bizarre requests, drawing on consummate manual skills and a passion for creating what others would regard as impossible.

Over the last 50 years there have been more than a few extravagant requests. The oddest include a customer who wanted a dashboard clad in real crocodile skin. Sourced in Australia? No, provided by the customer himself. Another customer asked for and obtained a Murciélago with two seats in different colours. But it doesn't stop there. Great designers like Versace and Ralph Lauren have asked for interiors decorated with their



logos or embroidery. Some customers have asked for interiors of the same colour as their wife's favourite lipstick or handbag. The most popular combinations? Yellow and orange or yellow and black (the most attractive and elegant combination, for Stefano Fabbri too, is brown and champagne). The most personalised car? The Aventador, because there have been so many buyers in America, where everyone wants something made to measure to satisfy their own specific needs.

The utmost attention is focused on quality. The leather used throughout is of such high quality that the offcuts are used to produce fashion objects including key-rings and iPhone and iPad covers, for example. The quest for perfection continues. Most operations, from cutting the materials to stitching, are still performed by hand. But in this department manual skills are combined with technology. In fact, while the production process is still manual, in recent years the tools used by the "Lamborghini" seamstresses have been greatly developed and refined. The introduction of digital technology, including laser cutting, has made it possible to produce products that are even more perfect than ever. But the company is never satisfied. When the stitching for the Aventador wasn't exactly the way the engineers wanted it, they designed a special sewing machine needle to solve the problem.

Entering the upholstery department is a bit like entering a high precision laboratory: Alessandra uses chalk to draw small circles onto a piece of black leather. After machine stitching the upholstery, Ivana cleans the seats with the utmost care. The ambition of the House of the Bull is to ensure the complete satisfaction of every customer, because we are talking about a extremely luxurious and typically Italian super sports car that refuses to settle for compromises. And in the end, the essence of the Made in Italy philosophy is also embodied by the hand stitched upholstery in Lamborghini cars.