



Press Release

Collezione Automobili Lamborghini presents “L”, the first exclusive perfume for men, and the Spring-Summer 2014 collection

Sant'Agata Bolognese, 21 February 2014. Collezione Automobili Lamborghini, the clothing and accessories line with the DNA of the House of the Raging Bulls' super sports cars, presents the Spring-Summer 2014 collection.

The must-have

The newest product in the collection is definitely the perfume “L”, for men who love essential, unique luxury. The first of the four fragrances, a limited edition with only 999 produced, will be presented in a world preview at the Geneva Show on 4 March. The perfume, designed by a creative team and perfume experts for Collezione Automobili Lamborghini, extends the values of the world-famous super sports car brand to an olfactory experience.

“L” is the first perfume by Collezione Automobili Lamborghini, extending the product range for the first time to fragrances for men.

The Lamborghini essential men's classic from the Spring-Summer 2014 collection is an elegant blazer with a technical connotation, provided by the stretch fabric and double fastening with an inside zip and buttons on the outside. This interpretation of the classic navy blazer, with the sober Lamborghini script embroidered in contrast on the undercollar and the silver pin on the pocket, gives it the flexibility to be worn for both formal occasions and in leisure time. This exclusive versatility transports into fashion the features of the latest Lamborghini vehicle, the Huracán LP 610-4, which offers the excitement of excellent driving performance both on track and road. The water-resistant stretch fabric is also perfect after being packed in a suitcase and guarantees comfortable wearability.

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New

Also new for the Spring-Summer 2014 collection are the extra-light cashmere jumpsuits in pearl grey for women and navy blue for men, and for anyone who wants elegance and sophistication in their leisure time. A slight-stretch jeans range for men and women has been created, in washed and natural denim versions. The garments have green and orange contrast stitching, reflecting the colors of the cars. An inside orange label in the same leather used for the Lamborghini interiors and three-color embroidery on the rear pocket finishes off the detailing.

The most distinctive garments include the dark chocolate leather jackets for men and women, uniting sophistication and tailoring skill with the typical boldness of the brand. In fact, the leather inserts covering the undercollar and the pocket and cuff linings are the same orange leather used in the cars.

The collection

As in the past, the product range includes T-shirts, polo shirts, sweatshirts, cotton knitwear, trousers, light nylon bomber jackets, men's down vest jackets and shirts. Belts, ties and fingerless gloves in perforated soft Napa leather enrich the choice of accessories. The continuing Bull 63 and Sant'Agata 1963 lines have been developed into new products, with embroidered logos and tone-on-tone applications.

Collezione Automobili Lamborghini also includes a product range for young fans aged 3 to 12, with adaptations of the adult range in bright colors. The collection offers comfortable sweatshirts, polo shirts, jumpsuits and T-shirts with printed outlines of the cars on them.

Colors

As well as the traditional classic colors (black, navy blue and gray) there are new colors for this season, which focus on the bright tones of the cars: orange, green and blue.

Materials

The clothing range is, as always, made from natural, fine materials: the Spring-Summer 2014 collection adds the use of cashmere to cotton and linen. The materials used in the accessories line on the other hand, are technical and cutting edge: for example neoprene, carbon fiber and polyurethane.

Accessories



Lamborghini leather key rings and bracelets made from the same leather as the cars' interiors, are offered in new color combinations. The classic accessories such as ties, gloves, scarves, belts and the carbon fiber bag range are also still available.

Where

The new collection will be available online at www.lamborghinistore.com, from the 129 Automobili Lamborghini dealers worldwide, the Lamborghini boutique in Sant'Agata Bolognese, the Bologna boutique, Galleria Cavour and at the best multi-brand stores around the world.