



Press Release

Collezione Automobili Lamborghini on show at Cracco restaurant

Sant'Agata Bolognese/Milan 19 October 2011. The Fall-Winter 2011 Collezione Automobili Lamborghini fashion collection will be on display from 19 October until 24 December 2011 at Cracco restaurant in Milan, in via Victor Hugo 4.

It is neither a fashion show nor a showroom dedicated to presenting the Collezione Automobili Lamborghini, but is rather an exhibition space, where a temporary exhibition is set up that all of the restaurant's guests can see.

Every garment and product is displayed as a work of art and is described with a caption. The articles of clothing become the subject matter of the paintings hanging on the walls of the restaurant. A single transparent panel supports jackets, shirts and scarves. Everything can be touched so its quality can be appreciated and experienced.

The niches that characterize the restaurant are lined in black and become display spaces to accommodate the accessories: the carbon bags, the Automobili Lamborghini fountain pens by Omas, and the new Automobili Lamborghini Bull bracelet by Albanu, which is being presented at this exhibition for the first time.

Then there are the Lamborghini Aventador LP700-4 1:18 scale models hung in the window that can be seen both from the street and from inside the restaurant. A book on the history of the super sports cars built by the House of the Raging Bull welcomes restaurant guests at the entrance.

Lamborghini and Carlo Cracco have already collaborated each other several times. The first time was in the pages of issue 7 of the Lamborghini Magazine, "WHO CARES", which talked about him and his cuisine. Then they met again in January, in Detroit, where Cracco was the very special chef of a dinner for Lamborghini's guests during the motorshow.

One sentence stands out in WHO CARES: "Even-tempered, balanced, absolutely calm... he is always seeking new techniques, consistencies and combinations, and this is one of the secrets of his success."

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A shared passion for state-of-the-art, excellence and challenges prompted this new union.

The fashion capital Milan is the ideal setting for introducing the new gems of Collezione Automobili Lamborghini to a highly attentive and demanding public. The extreme sensations that have always marked the brand are now transferred from the road to the catwalk.

Cracco restaurant prides itself on two Michelin stars and is one of the World's 50 Best Restaurants.

The bull horn and silver Automobili Lamborghini Bull bracelet

Leather, silver and bull horn blend together to create a unique piece: the entirely hand-made Automobili Lamborghini Bull bracelet by Albanu was created for those who do not look for exclusivity as an end in itself, but for those who love to surround themselves with objects that tell a story that makes them unique.

The story of the Automobili Lamborghini Bull bracelet by Albanu is filled with passion and adventure, and symbolizes distinctive values of both brands such as exclusivity, attention to detail and craftsmanship.

The execution of the bracelet is a quest of the best for every material and phase of workmanship. The horn of the "Bravo" bulls bred in Spain is selected to be worked by hand by Vietnamese craftsmen, who for more than 400 years have been skilled masters in this art.

To make the strands, the horn is vertically sheared into two parts, dipped into a boiling solution and then flattened under a press. The unfinished product is again cut to get the individual strands that are painstakingly smoothed and polished.

At the same time the design of the silver ends on which the emblem of the House of the Raging Bull is coined came into being in Sant'Agata Bolognese. The design draws its inspiration from the angular shapes of the Aventador LP 700-4, and particularly from that of the exhaust outlet.

The last leg is the Principality of Monaco, where knowledge of the art of making unique jewelry has been handed down since 1928 to the craftsmen who make



the bracelets by hand. Not a single bracelet is identical to another. Every owner can be certain s/he is wearing a one-off item.

The Automobili Lamborghini Bull bracelet by Albanu is a tribute to the strength of the bull that has always inspired Lamborghini, and to the passion that came to life in Africa of the Maison Albanu founder, who took up the challenge of using unusual materials for creating unique jewelry.

Respect, ethics and passion are at the heart of this bracelet. Not only is Maison Albanu an official supplier of the Principality of Monaco, but it is also a WWF donor member and as such, shares in the commitment to protect the environment, respect animals and safeguard dying species.

Collezione Automobili Lamborghini

The Automobili Lamborghini fashion collection came onto the scene in 1999, and since then has expanded its range of products every year. It officially debuted with the name "Collezione Automobili Lamborghini" in 2007 in Milan during the September fashion week when it was presented at the showroom set up at the Nhow Hotel.

"Collezione" does not refer only to the garments that make up the fashion line, but also includes what can be called "the Lamborghini world". The range is not limited to articles of clothing, leather goods and accessories, but includes travelling bags, pieces of jewelry, fountain pens, models of Lamborghini cars and more.

The concept is however still the same, and is easy to identify. All of the products represent the features of the brand's DNA, which owners of Lamborghini super sports cars are very familiar with: every creation of the House of the Raging Bull is extreme, without compromise, and Italian.

The style is pure, the materials are excellent and the details are finely crafted for every product offered, even the classic polo shirt. The products often depict a challenge because they propose unprecedented use of materials, such as the carbon fiber bags or the bull horn bracelet.

The Collezione Automobili Lamborghini products are designed and made by Automobili Lamborghini S.p.A. or its partners and authorized licensees. The logo portraying a bull with the writing "Automobili Lamborghini" and the special anti-counterfeiting hologram with the same trademark in the collection products are a guarantee of authenticity and quality.



Only Collezione Automobili Lamborghini products can bear the logo portraying the gold bull on a black background, the same found on the Lamborghini luxury super sports cars. They are available at the single-brand boutiques in Sant'Agata Bolognese, Los Angeles, Vancouver, Melbourne, Berlin, Hong Kong, Chengdu, Chong Qing, Shantou and Taipei, in more than 120 Automobili Lamborghini dealerships around the world and online at the website www.lamborghinistore.com.