



Collezione Automobili Lamborghini presents its 2013 Fall- Winter fashion line

Sant'Agata Bolognese, August 28th 2013. Collezione Automobili Lamborghini's Fall/Winter range for 2013 continues the theme of the Spring/Summer collection: "One hundred years of innovation in half the time", featuring embroidery and appliqués that celebrate the Sant'Agata Bolognese-based auto maker's 50th Anniversary.

THE MUST HAVES

The biggest-ever rally of Lamborghini cars took place in May 2013, when all models produced since 1963 were driven on Italian roads passing through Milan, Forte dei Marmi, Rome, Bologna and arriving in Sant'Agata Bolognese. This unique spirit of this event has inspired polo shirt, sweatshirt and cargo pants, with appliqués bearing 1963, the year of the Company's incorporation and 2013, accompanied by the Italian flag and the ever-present shield with the Raging Bull.

New items this season

For the first time, Lamborghini brand values have been printed on garments for both men and women in the Collection. Now appearing on T-shirts and sweatshirts are key words expressing the Lamborghini philosophy: Italian, Extreme, Uncompromising, Aggressive, Challenging, Exclusive and Sensuous.

Another novel idea of Collezione is a new jacket made of hi-tech water-repellent material with padding that can handle even the coldest temperatures, available in grey matched with pumpkin yellow for men, and ice white matched with steel grey for women.

In the world of Lamborghini accessories, the big news is a limited, numbered OMAS edition: a run of 500 fountain pens and 500 ballpoint pens crafted entirely in titanium with PVD treatment and inserts made of Forged Composite® carbon fiber at the bottom of the pen and the top of its cap, where the logo of Lamborghini's 50th Anniversary is engraved by hand.

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The hexagonal shape reflects the striking geometric look that characterizes Lamborghini cars.

The clothes collection

The range of products includes, as usual, T-shirts, shirts, sweatshirts, polo shirts, cargo pants and chinos and knitwear in merino wool.

The extra-light quilted jacket that keeps out cold and wind continues: this warm, yet ultra-light and compact garment weighs about as much as a smartphone and can be folded easily while taking up a very small amount of space.

For young fans aged three to 12, Collezione Automobili Lamborghini offers a range of sweatshirts, T-shirts and polo shirts for boys and girls which match the adult versions.

Materials

Collezione Automobili Lamborghini is synonymous with excellent quality: the winter jackets are padded with real goose down, the gloves are made from the finest nappa leather and lined in cashmere, while all the buttons are made from genuine mother-of-pearl. Pure cotton and merino wool are also features of the whole Collection. The company's constant quest for innovation is demonstrated by the use of high-tech materials in its sports bag range co-branded O-range

Colors

The palette of classic winter colors (black, navy blue, anthracite grey) has been supplemented with new seasonal colors of dark green, red, yellow and orange.

The colors of the children's clothes reflect the new seasonal colors available on adult items.

Accessories

The authentic leather key rings and bracelets, classic accessories such as ties, gloves, scarves and belts, the line of bags made of carbon fiber, and Automobili Lamborghini Bracelets by Albanu all continue to be available.



Where to buy

The new collection will be available online at the www.lamborghini.com, from the 120 Automobili Lamborghini dealers worldwide, at the Lamborghini boutique in Sant'Agata Bolognese, and at single-brand stores around the world.