



## Press Release

Automobili Lamborghini S.p.A.

### The Collezione Automobili Lamborghini for Fall-Winter 2014-2015 **Fall and Winter with Lamborghini style.**

*Sant'Agata Bolognese, August 6<sup>th</sup> 2014.* The inspiration and boldness of Ferruccio Lamborghini, who created a super sports car brand in 1963 consistently coveted the world over, continues to be expressed in apparel and accessories collections bearing the Automobili Lamborghini name.

The automaker's passion for research and innovation is reflected in the Fall-Winter Collection for 2014-2015. The focus is on menswear, subdivided into three lines with their own special characteristics, yet which all share the same attention to quality and detail.

Collaboration with a team of Italian designers has given rise to a Fall-Winter collection with the same DNA of Lamborghini automobiles.

The **Classic Line** is for the dynamic, sporty man who prefers to dress in elegant clothing. The logos are sedate, often tone-on-tone, and reduced in size, using mostly Italian materials and precious leathers with a look inspired by the finest tailoring.

The **Casual Line** interprets free time with sporty items that are easy to wear but have a strong character nonetheless. Comfortable materials such as piqué, jersey and denim are presented in stretch versions and with a soft feel. The customizations available for this line - including embroidery, prints and applications - pay homage to the historic models of Lamborghini automobiles, to the city of Sant'Agata Bolognese and to the year when the House of the Raging Bull was founded.

The **Squadra Corse Line** is inspired by a passion for automotive performance and speed, and by the spirit of competition that Lamborghini expresses in every sports activity.

The materials used for the three lines are of superior quality, and the design of the apparel reflects some of the distinguishing features of the cars - from the distinctive hexagon to Lamborghini's angular, "knife-edge" sculpting.

The hexagon is a recurring shape that characterizes the design of Lamborghini vehicles and was used as early as the late 1960s on the Marzal. According to Filippo Perini, Chief Designer of Lamborghini Centro Stile, "*...the hexagon is easy to 'lengthen' and can be 'stretched' to adapt to the shapes of the cars. It provides an effective guide line as we work to develop technologically feasible solutions that optimize performance. Even in nature - where the search for perfection has been refined*

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The colors in the Classic and Casual lines for Fall-Winter are timeless: Burgundy Red, Deep Brown, Dark Green and Navy Blue. The Squadra Corse line has a lively spirit, thanks to crisp contrasts between Black, White and Argos Orange.

The diverse spirits of the Classic line are interpreted by Navy Blue trench coats with a water repellent layer, sweaters in sheared cashmere and cable-knit alpaca, classic button-down shirts and slim-fit shirts with a shield decoration on the sleeve guards, polos in hexagonal piqué and the new *L1 extrait de parfum*.

Garments that are just as elegant but have a sporty feel make up the Casual line, with super-light down jackets containing real goose down and hexagonal accents replicated in inserts along the sides, along with chino slacks in a soft touch fabric with an up-to-date cut, accompanied by sweatshirts and piqué polos whose prints and customizations reproduce Lamborghini's iconic elements: the shield, the bull, and images and logos of the Aventador and Miura.

Gritty and aggressive, the items in the Squadra Corse line are suited to extreme, dynamic situations. A 3-layer jacket with ergonomically cut sleeves that are totally waterproof, thanks to internal heat-welded seams, and cargo pants in 100% cotton that combine style and practicality, are matched with polos, sweatshirts, T-shirts and caps which are imbued with the character of the motor racing world. The Squadra Corse, GT3 and Driving Academy logos and a chequered flag accent are the recurrent, distinctive features of this line.

#### **Where**

The new collection will be available online at [www.lamborghini.com](http://www.lamborghini.com), from Automobili Lamborghini dealers worldwide, the Lamborghini boutique in Sant'Agata Bolognese, the Bologna boutique at Galleria Cavour and at the best multi-brand stores around the world.

#### **Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Huracán LP 610-4, which has made its world debut at the 2014 Geneva Motor Show is the successor to the Gallardo and redefines the luxury super sports car driving experience with its innovative technology and outstanding performance. The Aventador LP 700-4, in Coupé and Roadster offerings, represents the reference point in the world of V12-powered, luxury super sports cars. With 129 dealerships worldwide, in little more than half a century Lamborghini has created an uninterrupted series of extraordinary, exclusive cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and several limited series like the Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, the Egoista and the Veneno Roadster, have been created to celebrate the brand's 50th anniversary year in 2013.