



Press Release

Collezione Automobili Lamborghini and d'Avenza

Automobili Lamborghini S.p.A.

Sant'Agata Bolognese/Geneva, 17 March 2015 - Collezione Automobili Lamborghini and the fashion brand d'Avenza begin a special collaboration in occasion of the Geneva Motor Show 2015. The Ad Personam Lamborghini d'Avenza project, has excellence as its starting point.

Thanks to their partnership both brands have brought exclusivity to a whole new level. Lamborghini offers its customers the chance to create a tailor-made car thanks to a customization process covering every detail.

d'Avenza, on the other hand, will allow them to create an exclusive bespoke suit, thanks to the expertise of a tailor that will reach every place in the world to take the individual measures for the suit.

d'Avenza tailors are renowned for creating unique and bespoke suits. Throughout the years they have exported the talent of Made in Italy worldwide, creating blazers of the finest quality.

Suits are enhanced by the use of superior fabrics, a craftsman cut and hand stitching that give them its unique character.

Collezione Automobili Lamborghini and d'Avenza have also designed three ready-to-wear blazers: three different styles that embrace the concept of elegant and casual chic without turning their back on their classic roots.

Three perfect shells, deconstructed to reveal precious details and perfect fit: a two button single-breasted blazer with half-belt, a two button blazer with peak lapels and one double-breasted.

A mix of expert tailors, a wide selection of patterns and precious fabrics translate into ready-to-wear of the finest quality. Connoisseurs will appreciate the unique details such as the hexagonal stitching on the elbow, the sleeves with functional button holes, the real horn buttons, the AMF silk-thread handmade stitching, the signature jacquard linings and the grosgrain handmade binding.

Two pairs of trousers complete the look creating a bespoke product where style and character meet with outstanding quality.

The Lamborghini d'Avenza blazers will be distributed through the Lamborghini dealer network, the Collezione Automobili Lamborghini boutiques and selected multi-brand stores worldwide.

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Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in North-eastern Italy. The Lamborghini Huracán LP 610-4, which made its world debut at the Geneva Motor Show in 2014, is the successor to the iconic Gallardo and, with its innovative technology and exceptional performance, it redefines the driving experience of luxury super sports cars. The Coupé and Roadster versions of the Aventador LP 700-4 are the new benchmark in the world of luxury super sports cars with the V12 engine. With 130 dealerships throughout the world, Automobili Lamborghini, in half a century, has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and limited series including Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, Egoista and Veneno Roadster were produced to celebrate the 50th birthday of the company in 2013.

For other photos and video material, please visit our websites:

www.lamborghini.com/press and www.thenewsmarket.com/lamborghini

For further information on Automobili Lamborghini, please visit our website:

www.lamborghini.com