



Press Release

Collezione Automobili Lamborghini presents its 2016-17 Fall-Winter collection at Pitti Immagine Uomo

- **The three lines of Collezione Automobili Lamborghini: Classic, Casual and Squadra Corse**
- **Sartorial clothing in collaboration with d'Avenza**
- **The "L" fragrances in partnership with Intertrade Group**
- **Running shoes in collaboration with Mizuno**
- **Luxury carbon fibre luggage in collaboration with TecknoMonster.**

Sant'Agata Bolognese, 13 January 2016 – On the opening of Pitti Immagine Uomo, Automobili Lamborghini presents its 2016-17 Fall-Winter collection at the Grand Hotel Villa Medici.

Champion Italian swimmer Marco Orsi will be Collezione Automobili Lamborghini's special guest at the cocktail presentation during the press preview day. When out of the pool, Orsi – member of the Fiamme Oro, the Italian National Police athletic team – chooses to wear Automobili Lamborghini gear. Current 100m European champion and former runner-up world champion in 50m short course, Orsi recently won one gold and two silver medals at the 2015 European Swimming Championships. Holding Italian freestyle records for the past two years, he currently holds the Italian record in the 50 m freestyle.

The 2016 Fall Winter collection

Classic Line *Sartorial Voyager*. Technical fabric trench coats and small leather items. A formal and functional collection to travel in style. Top quality materials for clothing and accessories exclusively made with Italian yarns, fabrics and leather.

The dark navy **trench coat** is made with high performance technical fabric. Breathable and stretch, on the inside the coat features a "Y" pattern, with three Ys forming the classic Lamborghini hexagon.

The supple **leather jacket** is lined in lightly padded nylon with hexagonal pattern stitching.

The sartorial slim fit **shirt** with French collar comes in striped light blue cotton with a fil coupé pattern of small Ys.

A range of **small leather goods** in charcoal rubber-coated leather with a hexagonal weave come in a gun-metal grey matte finish and with the Automobili Lamborghini emblem.

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Casual Line. *Upper Sportswear.* Premium materials assuring outstanding performance in terms of comfort. A sophisticated casual collection.

The mélange cotton **sweater** features biker-style quilted sections and, on the front, the “1963 Eccellenza Superiore” motif complemented by the Lamborghini emblem.

The ultra-light **down jackets** are water-resistant and feature the distinctive hexagonal pattern stitching in cabernet red, dark navy and cadmium yellow. The jackets come with a pouch into which they can be folded.

Polo shirts and t-shirts feature graphics and prints dedicated to Huracán and Aventador as well as distinctive Lamborghini motifs, such as ‘Bull LXIII’, the international flags and ‘Sant’Agata Bolognese’.

Fifty years on from the birth of Miura – the iconic Lamborghini model that reinvented the very notion of sports cars – the Collezione Automobili Lamborghini clothing line today presents a special edition, with a style embodying the charm and the contemporary luxury that this Lamborghini icon has represented since 1966.

The **Casual Heritage** special edition is thus inspired by Miura. This two-door Lamborghini car is the protagonist of this line of polo shirts, sweaters, tracksuit trousers and vintage wash-effect t-shirts.

Squadra Corse Line. *Born to run.* The Automobili Lamborghini racing spirit is fully expressed in the **Squadra Corse** collection, dedicated to Lamborghini’s love for motorsport.

Garments feature high-tech materials resistant in extreme conditions, waterproof membranes and bold lines.

The **outerwear jacket** with lasered central zip fastening combines quilted Chevron nylon with softshell profiles on the sides and sleeves. It is also available in a super thermo-taped technical version, in breathable stretch fabric with a slim fit, collar with retractable hood, and waterproof coated zip fastenings.

The black **sweater** comes in light super stretch fabric while the mélange version is in soft fleece. Both feature lasered zip fastenings and the “Pilota Ufficiale” claim.

Special Editions

The Automobili Lamborghini and d’Avenza Collection

A collaboration between two brands sharing the same passion for the utmost quality, attention to detail and the use of exclusive techniques, to create a series of jackets combining d’Avenza sartorial quality with the quintessential Lamborghini spirit. The finest fabrics, the perfect handmade cut, the excellent fit and attention to detail, combine in the creation of unique clothes.



The expert hands of knowledgeable tailors create detailed jackets shaping exquisite sartorial garments: collars, double stitching and jacket seams are entirely finished by hand, and buttons and buttonholes sewn in silk thread.

Ad Personam – the Automobili Lamborghini *Ad Personam* programme allows each customer to create his own “bespoke” Lamborghini, customizing every single detail. Similarly, the Collezione Automobili Lamborghini with d’Avenza clothing line creates made to measure suits: a maître couturier is available to take the customer’s measurements and supervise the creation of the perfect suit, combining sartorial quality and super sports car identity.

L, the men’s fragrance line in four different scents, in partnership with Intertrade Group

Prepared with passion and care by the Intertrade Group Maître Parfumeur, the L fragrances – **L1, L2, L3, L4** – are dedicated to a man with a sporty and international lifestyle, who loves challenges and seeks the highest quality in his professional and private life, a man who loves to travel and is in search of essential luxury.

L is a collection that complements personalities in search of the highest performance, technology and aesthetics while driving the most desirable super sports cars. Each of the four distinctly individual fragrances is inspired by the spirit of Lamborghini cars.

Automobili Lamborghini Collection and the Japanese sportswear brand Mizuno

The partnership between Collezione Automobili Lamborghini and Mizuno brings together two brands sharing the same values: innovation, essential design and high performance.

The two brands’ collaboration has produced the **Wave Tenjin running shoe**. This shoe features the **Infinity Wave sole**, a detail borrowed from top end Mizuno shoes, assuring superior performance in terms of cushioning. The design on the side of the shoe and the resin elements applied on the mesh fabric are inspired by Lamborghini design. The soles feature the hexagonal motif, a recurring theme inspired by the geometries of Lamborghini super sports cars. **Wave Kuryu is the latest running shoe** born from the Lamborghini and Mizuno collaboration. Inspired by the Aventador, this model has clean and sharp lines. The running shoe is wrapped in a hexagonal weave, which comes in contrasting black in the cadmium yellow model and in ton sur ton nuances in the light blue and Dyrope orange models.



Automobili Lamborghini and TecknoMonster luggage line

Entirely designed and manufactured in Italy, the Automobili Lamborghini and TecknoMonster luxury wheeled luggage line is made with the same materials employed for Lamborghini super sports cars: autoclave-produced carbon fibre, fully-machined aluminium and the original leathers used for the car interiors.

Besides the Aurum luxury luggage line – available in cabin and hold size – the collection also includes an attaché case, two shoulder bags (large and small), a backpack, a travel bag and a washbag made with the same leather used for the car interiors.

Where:

In the Lamborghini boutiques in Sant'Agata Bolognese , Dubai Mall, Bellavita Shopping Mall Taipei

From all Lamborghini official retailers worldwide.

In the Lamborghini Corners in Bangkok (Siam Paragon, The Emporium), Pattaya City (Central Festival Pattaya), Dubai (Galeries Lafayette), Abu Dhabi and Dubai (House of Fraser)

At www.lamborghini.com

From the best multi-brand dealers in Italy, the Middle East, Lebanon, Thailand, Vietnam, Taiwan, Russia and Azerbaijan.

Automobili Lamborghini S.p.A.

Born in 1963, Automobili Lamborghini is based in Sant'Agata Bolognese, in the northeast of Italy. Lamborghini Huracán LP 610-4, that made its world debut at the 2014 Geneva Motor Show, and the Spyder version presented at the 2015 Frankfurt Motor Show, are the successors of the iconic Gallardo and with their innovative technology and superior performance have redefined the driving experience of luxury super sports cars. Aventador LP 700-4, in the Coupé and Roadster versions, and the Aventador LP 750-4 Superveloce and Superveloce Roadster stand as a point of reference in the world of 12V luxury super sports cars. With 135 authorised dealers worldwide, over half a century Automobili Lamborghini has produced an uninterrupted series of dream cars, including 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and the limited edition cars such as Reventón, Sesto Elemento, Aventador J. Veneno Coupé, and Egoista and Veneno Roadster, designed to celebrate the company's 50th anniversary in 2013.



For further images and videos please visit:

media.lamborghini.com and www.thenewsmarket.com/lamborghini

For further information on Automobili Lamborghini: www.lamborghini.com

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