



Press Release

Collezione Automobili Lamborghini presents Spring Summer 2017

Automobili Lamborghini S.p.A.

Milan/Sant'Agata Bolognese, 20 June 2016 - On the occasion of Milano Moda Uomo, Automobili Lamborghini presents its Spring Summer 2017 collection at the Mandarin Oriental Milan.

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A Huracán Spyder, an Aventador Roadster and the clothing on show attracted attention throughout the whole day. Collezione Automobili Lamborghini proved itself to be an appealing brand at Milano Moda Uomo, offering a complete menswear collection.

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During the cocktail, Stefano Domenicali, Chief Executive Officer of Automobili Lamborghini, met with the press and guests to underline the importance for the brand of a strong presence at Milano Moda Uomo.

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The Collezione Automobili Lamborghini presented at the event portrays the brand values **Visionary, cutting-edge and pure**, the stylistic codes of the most desirable super sports cars in the world, and key points of a collection with strong fashion content and the expressive power of Italian design.

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For a cutting-edge interpretation of a timeless dream in the Classic, Casual, Casual Heritage and Squadra Corse lines.

The Spring Summer 2017 Collection

Classic line. Conceived and developed with the same stylistic codes as the iconic vehicles - such as the hexagon, the distinctive shape used here in the weave for fabrics and leather - the Classic line represents a new emotional interpretation of the most refined masculine style. The inspiration of *Sartorial Voyager* is translated into pieces created and constructed with sartorial care and skill but with great attention to the function of use.

The materials are excellent: hyper lightweight waterproof and breathable cotton for the dark navy or stone **trench-coat**, Japanese stretch technical fabrics for the **single-breasted jacket**, ultra soft lightweight leather for the zip-up **jacket**, extremely comfortable jersey and piquet fabrics for the **slim fit shirts** and cotton yarn knit with refined fabrications for the **sweaters**.

Casual line. Premium materials with exceptional performances of comfort for a series of pieces which combine style and relaxation. The essential pieces of the casual wardrobe are given a contemporary interpretation, such as the **bomber jacket** in Japanese technical fabrics and the **Bermuda shorts** in cotton with a microweave.



For the *Indigo edition* a series of **polo shirts**, **t-shirts** and **sweaters** in denim – jersey and treated with the Indigo wash effect. The new graphics, “asphalt marks”, inspired by the marks left by tyres, and the “Y” characterize the beach line made up of **boxer shorts** and coordinated **beach towels**.

The line is completed by two capsule collections dedicated to the Huracán Spyder and Aventador Superveloce Roadster, two series with graphics comprising t-shirts, polo shirts and trousers as well as the Special Edition Bull LXIII with the identifying Bull in gold and silver embroidery.

Casual Heritage. The casual line is inspired in the graphics by the iconic Lamborghini models, one for each decade; the **t-shirts** feature the period graphics of the Miura, LM002, Countach and Diablo models. Slub jersey and piquet for the polo shirts and t-shirts.

Squadra Corse line. The sporting character of Automobili Lamborghini is expressed in the collection for the man who appreciates a style that can also express an elegant performance. This sporting attitude is exalted with the selection of high tech fabrics, the minimalist cuts with cutting-edge design, and the technical solutions that become details of style.

Bold and highly defined colours: black, Argos orange, Horus yellow and optical white with minimalist graphics, inspired by races and minimalist with tone-on-tone prints in relief.

The **outerwear** is made in fully taped stretch waterproof and breathable technical fabric, or are reversible in lightweight nylon or in padded nylon with fleece sleeves, designed to guarantee maximum comfort in performance.

Special Editions. Fragrances L - Automobili Lamborghini in partnership with **Intertrade Group**; running shoes with **Mizuno**; carbon fibre luggage with **TecknoMonster**.

Collezione Automobili Lamborghini is also part of the **County of Milan by Marcelo Burlon** clothing range.

The Lamborghini brand is interpreted by the designer through ad-hoc graphics inspired by the House of the Raging Bull. The same graphics adorned the Lamborghini Aventador Coupé exhibited in the internal courtyard of Via Manin 13 in Milan for the entire duration of the designer's sales campaign.



Where:

Flagship store, Sant'Agata Bolognese.

At all the official Lamborghini dealers in the world.

At the following points of sale

Taiwan: Taipei - Bellavita Shopping Mall

Thailand: Bangkok - Siam Paragon, Bangkok - The Emporium, Pattaya City - Central Festival Pattaya, Samutprakarn -King Power Duty Free Downtown Complex, Samutprakarn - King Power Lat Krabang ,Samutprakarn - King Power Suvarnabhumi Airport Bangkok

United Arab Emirates: Dubai - The Dubai Mall, Galeries Lafayette - Dubai, House of Fraser, Abu Dhabi

On the site www.lamborghini.com

At the best multibrand retailers throughout the world.

For other pictures and videos, visit the websites:

www.media.lamborghini.com

For more information on Automobili Lamborghini, visit the website: www.lamborghini.com

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