



Comunicato Stampa

Collezione Automobili Lamborghini at Milan Fashion Week 2018

Sant'Agata Bolognese/Milano, 16 January 2018 - Automobili Lamborghini presents the Collezione fall-winter 2018-19 during Milan Men's Fashion Week. The new collection was presented at a reception in the exposition spaces of Via Tortona: a must-visit venue during the Milanese Fashion week.

The guests, fashion, luxury and lifestyle media had the opportunity to see the new collection alongside a special display, Authentic Living Riva 1920. Guests were also able to preview the Lamborghini Urus Super SUV, alongside the Lamborghini Countach 25° Anniversario, Aventador S and Huracán Performante super sports cars.

The Collezione Automobili Lamborghini fall-winter 2018-19 is characterized by the **Tailor Tech** items, very high quality pieces with high level performance and 24/7 functionality, thanks to innovative technologies and the same cutting edge approach of Lamborghini's prized super sports cars.

The three lines of the Collezione - **Informal Luxury, Casual and Pilota Ufficiale** - is completed by the *Special Editions*, the new co-branded special editions dedicated to the Super SUV Urus model, in collaboration with Enzo Bonafè, Hettabretz and Tecknomonster: a unique total look for all occasions, from business to weekend travel.

The focus is to present an anthology of essential wardrobe items for the Lamborghini man: a **parka**, the **event parka**, the **supercar jacket**, the **wool-tech blazer**, the **wool jacket**, the **field jacket**, the **soft shell jacket**, the **techno sweatshirts** and the leather **touch screen gloves**.

Collezione Automobili Lamborghini has also announced a partnership with Swiss Prestige Cosmetics, sharing a common commitment to research and excellence with that of Lamborghini, and resulting in a new male cosmetics range, **Men's Code**.

The prestigious partnerships with **Intertrade Group** for the fragrances L and with **Mizuno** for the running shoes also continues.

Images and videos: media.lamborghini.com
www.image.net/lamborghiniurusmfwj18

Information on Automobili Lamborghini: www.lamborghini.com

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