



Press Release

Collezione Automobili Lamborghini Presents its Ready-to-Wear Collection for the First Time in New York

Sant'Agata Bolognese/New York, 8 February 2018 - For the first time, during New York Fashion Week, the Lamborghini Lounge NYC welcomes the Collezione Automobili Lamborghini Ready-to-Wear clothing line.

Automobili Lamborghini opens the doors of its first Lamborghini Lounge to offer a preview of the Fall/Winter 2018-19 menswear collection. During Fashion Week, the lounge will provide the perfect scenery for the presentation of the Made in Italy clothing line and its special edition Collezione in its exclusive Manhattan Upper East Side location.

Lamborghini Lounge NYC

Lamborghini Lounge NYC is a 420 square meter (4,520 square ft.) space designed to offer a full suite experience of the Lamborghini lifestyle brand. The intimate and luxurious private space provides the perfect backdrop for all things Lamborghini. Offering the finest Italian cuisine and providing exclusive insight into the rich history of the company, this intimate space is designed to create a personal connection with its visitors to spread and share the Lamborghini identity in a customizable way.

The Lounge is furnished with pieces from the Authentic Living collection, a line designed by Karim Rashid unfolding from the collaboration between Automobili Lamborghini and Riva 1920. The space also includes a private Ad Personam area, a hall for custom services dedicated to the new Urus, a projection room for screenings and streaming live presentations, and much more. Lounge Visitors also have exclusive access to the latest brand initiatives regarding upcoming events and new models.

2018-19 Fall/Winter Collection

The superior manufacturing and sartorial care of Collezione Automobili Lamborghini assure a high-performance 24/7 functional collection with **Tailor Tech** quality, thanks to the use of innovative technologies and the same visionary approach of the world's most desired super sports cars.

The concept behind this Lamborghini menswear collection was the creation of an anthology of unique and distinctive items: **parka jacket, carbon composite parka, supercar jacket, wool-tech blazer, wool jacket, field jacket, soft shell jacket, techno sweatshirts** and leather **touch-screen gloves**.

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Parka Jacket

Parka jacket in breathable technical fabric, windstopper and waterproof, resistant to piercing, tearing and abrasions. Featured details of the jacket include sealed and visible edging, contrasting light grey lining, and hand-sewn stitching defining the iconic hexagonal Lamborghini motif.

Carbon Composite Parka

Nero Pegaso black carbon composite parka with removable thermic layer and technical lining. The fabric is treated with a special finish assuring greater resistance and thermal insulation.

Lamborghini's distinctive passion for innovative materials and techniques manifests itself in its super sports cars, where the company's many carbon fiber patents find innovative applications: Collezione Automobili Lamborghini shares the same approach by incorporating high-performance materials in its clothing line.

The Supercar Jacket

This iconic **black leather supercar jacket** comes with contrasting parallel stitching on the elbows and embossed details echoing hexagonal motifs around the pockets and on the shoulders. The jacket also features a zip fastening with *ton sur ton* carbon fiber pattern on the edging, and a Y-patterned embedded lining with contrasting yellow piping made with the leather also used for Lamborghini supercars. The same details also characterize the small leather goods.

Wool-Tech Blazer

The classic blue blazer tradition meets innovative materials: the single breast **wool-tech blazer**, manufactured by *Tollegno 1900*, is made in rainproof tear-resistant and anti-UV fabric. The jacket's highly sartorial finish is reflected in the hand-sewn buttonholes and its horsehair canvas.

Wool Jacket

Verde turbine green jacket with metaluxe zip fastening. Boiled wool exterior with scuba fabric layer and contrasting rubber coated flock print lining. This sartorially cut windstopper jacket finished with a high-quality stretch fabric assures a top-level functional performance.



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Field Jacket

This blue **field jacket**, made with an innovative technical fabric and a special silk padding, fully embodies the “tech combined with style” concept. The synthetic fiber joined with an innovative pure silk flock padding create this breathable wind, rain and heat-proof hooded jacket with a straight fit and sealed zip fastenings, inside and out.

Soft Shell Jacket

Ideal in all climate conditions, the **soft shell jacket** is an all-year-round item. Available in black nylon with a grey reflective Automobili Lamborghini logo and *verde scandal green* contrasting edging on the inside. Rain and snow proof, it also protects from the wind thanks to its high performance windstopper layer.

Techno Sweatshirts

Two *Pilota Ufficiale* **techno sweatshirts** in breathable stretch fabric with close-end zippers - one in black with contrasting hexagonal stitching, the other in grey with black edging, both with *verde scandal green* details in the logo and patches. Clean cut and geometrical lines echo the design of the Lamborghini super sports cars.

Touch Screen Leather Gloves

The black **touch screen** deer leather and cashmere **gloves** are a must-have accessory. With the touch screen app feature on the fingers, you can use your device even in the coldest weather without taking your gloves off.

The Lamborghini clothing collection is also complemented by the following three lines: **Informal Luxury**, **Casual** and **Pilota Ufficiale**, creating unique total looks for business, travel and leisure occasions.

Informal Luxury

Creative, avant-garde, essential: the keywords of the Informal Luxury line coincide with the qualities of iconic Lamborghini cars for a new exciting interpretation of the most refined masculine allure. The Sartorial Voyager spirit translates into items designed and created with sartorial care and expertise, with special focus on function and contemporary menswear dress codes.

Casual

Premium materials with outstanding comfort performance for a series of items combining style and relaxation. Essential menswear interpreted in a



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contemporary key. Sweatshirts, polos and t-shirts with Lamborghini patterns and graphics for an impeccable casual look.

Pilota Ufficiale

Automobili Lamborghini's sporty attitude is reflected in this collection, dedicated to men who appreciate both style and performance.

The details that characterize this line include the selection of high tech fabrics, modern clean cut lines, technical solutions and minimal and essential graphics, inspired by the world of racing cars, with embossed prints.

Special editions

Collezione Automobili Lamborghini special editions unfold from the idea of establishing special collaborations with partners who thanks to the outstanding quality and innovation of their products are leaders in their sector.

The luxury artisanal shoe brand Enzo Bonafè presents two models of super-comfort loafers, each available in three different colors.

Hettabretz, the renowned Bolognese maison famous for its jackets, presents a 30-piece limited edition elegant and customizable leather jacket.

TecknoMonster, the high-end carbon fiber luggage brand, created two travel sets each comprising four suitcases specifically designed for the Super SUV trunk.

The Collezione Automobili Lamborghini special editions are on display in the Lamborghini Lounge NYC, in the Ad Personam program area dedicated to customized products and tailor made services.

The partnership between Collezione Automobili Lamborghini and Swiss Prestige Cosmetics unites two brands that share the same vision of research and product excellence.

The collaboration between these two brands has created **Men's Code**, a line of five cosmetic products containing the CSP (Cells Swiss Power) complex specific for skin care.

The exclusive partnerships with **Intertrade Group** for the creation of the L fragrances and **Mizuno** for the running and lifestyle footwear are confirmed.



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Where:

Sant'Agata Bolognese flagship store.

All Lamborghini official retailers worldwide.

In the following retail stores

Jordan: Amman - Aïzone Amman King Abdullah II Street, Amman - Aïzone Amman TaJ Lifestyle Center

Japan: Tokyo - Motorimoda Seibu Shibuya

Kuwait - Kuwait City - Aïzone Kuwait

Lebanon: Antelias - Aïshti by the Sea, Beirut - Aïzone ABC Achrafieh, Dbayeh - Aïzone ABC Dbayeh, Beirut - Aïzone Downtown, Beirut - Aïzone Verdun, DOWtown Beirut - Aïzone Souks, Hazmieh - Aïzone City Center, Faqra - Aïzone Faqra, Kfardebiane - Aïzone Faraya

Macau: Taipa, Cotai Strip - Grand Motorsport Shop @ The Venetian, Macau - New Yaohan Department Store

Taiwan: Taipei - Bellavita Shopping Mall

Thailand: Bangkok - Siam Paragon, Bangkok - The Emporium, Bangkok - Iconsiam, Prachuap Khiri Khan - Bluport Huahin Resort Mall, Chonburi - Terminal 21 Pattaya, Pattaya City - Central Festival Pattaya,

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

Vietnam: Ha Noi - An Nhu Co

At www.lamborghini.com

In the best multi-brand dealers worldwide.

For more images and videos:

media.lamborghini.com

For further information on Automobili Lamborghini:

www.lamborghini.com