



COLLEZIONE AUTOMOBILI LAMBORGHINI PRESENTS AUTUMN/WINTER 2019-20

For the first time at Pitti Uomo: the first season of ready-to-wear, accessories and footwear line created and distributed by Swinger International

Sant'Agata Bolognese/Florence, 10/01/2019 - Collezione Automobili Lamborghini presents its RTW, accessories and footwear collection for the first time at Pitti Uomo. The presentation is in Florence on 10 January at the Limonaia of Villa Vittoria, close to the entrance of Fortezza da Basso, where the brand's total look will be showcased alongside a Lamborghini super sports car, the Huracán Performante Spyder, as well as the Authentic Living furniture line, in collaboration with Riva 1920 designed by Karim Rashid.

The autumn/winter 2019-20 collection

Informal luxury, future shapers, designers of experiences: the distinctive marks of Automobili Lamborghini are embedded in the brand's lifestyle collection, comprising a quality, masculine total look with a contemporary feel, with must-have pieces for a man's wardrobe.

The Collezione Automobili Lamborghini pieces for autumn/winter 2019-20 were designed with a 24/7 outlook, dedicated to modern travellers with an impeccable style, who demand performance and practicality from their wardrobe. The Bull-branded individual garments and accessories are truly *Tailor Tech*: thanks to innovative technologies and a visionary approach common to Lamborghini super sports cars design, they blend informal and formal.

Technical two-way stretch, breathable, windproof and rainproof fabric features in the four-in-one parka, with carbon fiber print on the lining and two Y-shaped lateral designs: the reference pattern depicting halves of the distinctive Automobili Lamborghini hexagon. The jacket is equipped inside with a removable warm reversible puffer jacket with a grey "Lamborghini camouflage" geometric print, also perfect on its own as a classic all-season warmer.

The same concept also applies to the techno jacket, a large jacket with waterproof-taped zipper, with an inside that may be removed to allow use that goes beyond the concept of season. The padded supercar jacket comes in metallic-grey leather, with enhanced shoulders embroidered with a hexagonal grille celebrating the details of Lamborghini cars.

Research and performance are further cornerstones of Collezione Automobili Lamborghini, which offers a technical neoprene hoodie with zipper, reflector details and thickened print on sleeves displaying the signature Lamborghini Y pattern.

State-of-the-art fabric technology is also applied to t-shirts and sweatshirts made with BR4 Technology fabric by Brugnoli. This plant-origin EVO fabric is 100% bio-based - it originates from castor, a fully-renewable source - and ensures excellent technical performance: heat insulation, comfort and lightness for a two-way stretch allowance that will enable full movement and extra-quick drying.

The Automobili Lamborghini logo also features on the accessories, footwear and bag collections that complete the offering for the brand's masculine outfits.



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Footwear comes in three lines that emphasise the informal luxury nature of the brand and round off the lifestyle proposition: sneakers with a rubber sole come in a basic model - in matt-coated ripstop nylon, rubber shield and heel in technical texture - and in a more elaborate version with a mix of materials and color-accent details, typical of Lamborghini super sports cars. There is a more formal offer of sneaker with box sole either low-rise laced in suede and leather, or high-rise with embossed upper and logo shield on the back. And finally, ultra-light and very comfortable knitted models complete the range, with raised logo in neoprene or flyknit touch colour patterns.

The accessories range is highly focused around customisation and researched materials, starting from the most technical lines such as nylon with Y overprint, which includes the soft weekender, the practical multi-pocket backpack, and the season's must-have: the single-strap waistpack. The black neoprene line features typical brand details such as the hexagonal grille on backpacks and shoulder bags with bright fluorescent detailing. The clean-cut calf leather collection includes large bags, backpacks and crossbodies with an elegant matt effect on surfaces, alongside the more informal items in waterproof rubber-coated fabric with a very urban attitude.

The license agreement with Swinger International

Automobili Lamborghini and Swinger International have entered into a license agreement for the development, production and distribution of Collezione Automobili Lamborghini starting from the autumn/winter 2019-2020 season.

Swinger International is the licensee of Collezione Automobili Lamborghini which, true to the brand's DNA, offers a contemporary, quality lifestyle package. The collections, previously managed directly by Automobili Lamborghini, are widely distributed through a large network of retailers, dealers and e-commerce outlets.

Katia Bassi, Chief Marketing Officer and Board Member of Automobili Lamborghini, stated: "The Lamborghini brand extension, which has historically distinguished itself through collaborations with leading brands in their reference sector, has chosen Swinger International for the development, production and distribution of the apparel line. Lamborghini's design shall be the constant point of reference for this partnership, to ensure that each item is an ambassador of the DNA of our supercars."

"It is a great honour for my group to collaborate with an iconic company and prestigious *Made in Italy* ambassador such as Automobili Lamborghini," commented Mathias Facchini, Chairman of Swinger International, "and I am certain that thanks to our manufacturing and distribution facilities, we will be able to exploit new and significant opportunities together."

Immagini e filmati: media.lamborghini.com

Informazioni su Automobili Lamborghini: www.lamborghini.com





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