



Media Information

COLLEZIONE AUTOMOBILI LAMBORGHINI

PRESENTS FALL-WINTER 2019-20

The line of ready-to-wear apparel, accessories and footwear debuts at Pitti Uomo for the first time

Sant'Agata Bolognese/Florence, 11/01/2019- Collezione Automobili Lamborghini presents the RTW collection, accessories and footwear for the first time at Pitti Uomo. The spaces of the Limonaia of Villa Vittoria, at the gates of Fortezza da Basso, serves as the backdrop to the brand's total look, displaying the Lamborghini super sports car Huracán Performante Spyder and the Authentic Living furniture collection, in collaboration with Riva 1920, designed by Karim Rashid.

The presentation was also the occasion to welcome industry professionals along with the media, influencers, and VIP guests during the afternoon cocktail reception, with DJ sets by Mazay, Andrea Mazzantini, a DJ and producer from Milan.

The Fall-Winter 2019-20 Collection

Informal luxury, future shapers, designers of experiences: the distinctive principles of Automobili Lamborghini feature in the brand's lifestyle collection, for a menswear total look featuring high quality contemporary design that includes the must-have items for the male wardrobe.

Collezione Automobili Lamborghini items for Fall-Winter 2019-20 are conceived as wearable 24/7, dedicated to modern travelers with impeccable style who demand a wardrobe that delivers performance and functionality. The individual garments and accessories with the Bull logo are *Tailor Tech*: thanks to innovative technologies and the visionary approach, common to the design of the cars, they blend formal with informal.

The licensing agreement with Swinger International

Automobili Lamborghini and Swinger International have signed a licensing agreement for the development, production, and distribution of Collezione Automobili Lamborghini.

Swinger International is the licensee of Collezione Automobili Lamborghini that, faithful to the values inherent in the company's DNA, suggests a contemporary, high quality lifestyle. The collections, formerly managed directly by Automobili Lamborghini, now enjoy a broader presence in the world thanks the network of retailers, dealerships, and e-commerce.

Katia Bassi, Chief Marketing Officer and Board Member of Automobili Lamborghini, stated: "The Lamborghini brand extension, which has always stood out for its collaborations with leading brands in their particular sectors, has chosen Swinger International for the development, production, and distribution of the apparel line. Lamborghini design will be the constant point of reference of this partnership, to guarantee that each garment is an ambassador of the DNA in our super sports cars."

"It is a great honor for the Group that I head up to have the opportunity to collaborate with an iconic and prestigious Made in Italy company like Automobili Lamborghini," remarked Mathias Facchini, President of Swinger International, "and I am confident that thanks to our production and distribution structure we will together acquire new and important opportunities."



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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