



Automobili Lamborghini's collection of ethical and sustainable leather goods now on sale

Four reclaimed leather items available

Sant'Agata Bolognese, 30 November 2021 - Automobili Lamborghini presents the new collection of leather goods in collaboration with Cartiera, an ethical fashion enterprise that produces accessories using reclaimed leather and fabrics.

The collaboration between the two Emilia-based companies underscores Lamborghini's increasing commitment to participating and contributing to circular economy projects. In this case, instead of being disposed of, leather parts left over from production that are not suitable for the interiors of super sports cars due to small imperfections or size, is recovered and transformed into new resources, with benefits for the environment and society.

Recovering high quality leather coming directly from the factories of Sant'Agata Bolognese, to be used in ethical and socially responsible production, brings to life unique and exclusive leather goods in collaboration with a nearby company that shares the same values. Cartiera, in fact, scrupulously adheres to the principles of social inclusion, fine craftsmanship, and environmental sustainability.

Lamborghini's strong focus on sustainability and work ethics, which has been long adopted by the company in its production processes and relationships with employees, is now involving brand extension projects. As part of its recycling processes, the company launched two circular economy projects in 2020, which have enabled 56% of certain production waste (leather and carbon fibre) to be given a second life, and instead of being disposed of they are reused to become new resources.

In particular, the "Upcycled Leather Project" begins with the first four leather products: a tote bag, a smartphone case, a card holder and a key fob, all customized with the Automobili Lamborghini shield logo and available in black and other colors, depending on the availability of recovered leather. Buying a product made from recycled material is a conscious choice: in the "non-choice" of the color, the buyer agrees to actively participate in the process of reusing the leather in its entirety, appreciating its value.

The collection is now available at the Lamborghini flagship store in Sant'Agata Bolognese, soon at the official online shop [lamborghinistore.com](https://www.lamborghini.com) and at Lamborghini dealers.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com