



For Further Information:
Alex Hartnell
+44 (0) 20 8396 0501
alex.hartnell@beanstalk.com

TONINO LAMBORGHINI APPOINTS BEANSTALK FOR GLOBAL REPRESENTATION
*Leading Global Brand Licensing Agency to Extend Luxury Italian Brand into New Lifestyle
Categories Globally*

NEW YORK, NY (April 08, 2024) – Tonino Lamborghini, the luxury Italian lifestyle brand, has appointed Beanstalk, the global brand extension licensing agency, to grow its global product licensing and brand extension program.

Rooted in quality, design and entrepreneurial innovation, Tonino Lamborghini has spread the essence of Italian living throughout the world for over 40 years – a tradition that has its roots in the family history, making the Tonino Lamborghini brand a global symbol of luxury. Renowned for its uncompromising Italian craftsmanship, Tonino Lamborghini transforms daily living into extraordinary experiences, spreading the spirit of ‘Made in Italy’ in all its forms.

The brand’s consumer products program, which includes home décor, fashion accessories, fragrances, and luxury beverages, serves as a tribute to its rich heritage and enduring legacy, reflecting the ageless elegance that defines the Tonino Lamborghini brand.

“We are delighted to partner with Beanstalk and are absolutely confident that our selection of one of the most prestigious agencies within the licensing industry globally, will significantly contribute to the growth of the Tonino Lamborghini licensing business,” said Paolo Zannoni, General Manager Tonino Lamborghini SpA. “As we seek to further build Tonino Lamborghini as a luxury Italian lifestyle brand. Beanstalk’s expertise in managing global licensing programs, combined with their extensive network of contacts, will help us reach our ambitious goals.”

As the exclusive global licensing agency for the Tonino Lamborghini brand, Beanstalk will further develop the brand’s presence through strategic partnerships in categories including consumer electronics, sports apparel and food and beverage. Drawing from its rich and unique mechanical heritage spanning various sectors including bicycles and gardening, Beanstalk will also pursue extension opportunities for the Lamborghini Oleodinamica brand, which holds 40 years of expertise, primarily in the industrial sector.

Leveraging its extensive network and unparalleled experience in strategically extending lifestyle brands, Beanstalk aims to amplify the Tonino Lamborghini brand by bringing its unmistakable Italian style to new audiences and markets.

“We are thrilled to welcome the Tonino Lamborghini brand to Beanstalk,” said Allison Ames, President and CEO of Beanstalk. “With its unwavering commitment to excellence and unparalleled heritage, the Tonino Lamborghini brand represents a unique opportunity for strategic expansion into innovative luxury products that allow consumers to experience the



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elegance, distinction and prestige of this iconic brand. We look forward to applying our expertise to further elevate the brand's global footprint with partnerships that celebrate and reinforce its spirit of true Italian luxury."

ENDS

About Tonino Lamborghini Group

The Tonino Lamborghini company was founded in 1981 by Tonino Lamborghini, heir to the Lamborghini family. Today, the company is based in the splendid 'Palazzo del Vignola', a Renaissance villa on the outskirts of Bologna designed by the famous architect Jacopo Barozzi, known as 'Il Vignola'.

Combining quality, design and entrepreneurial innovation, for over 40 years the Tonino Lamborghini brand has committed to the ambitious mission of spreading the very essence of Italian Living throughout the world – a tradition that has its roots in the family history and keeps evolving to make Tonino Lamborghini a global symbol of elegance, distinction and prestige.

Luxury is not a concept that concerns only material wealth, but rather a state of mind, a characteristic of the spirit: the courage of rethinking the daily living to transform it into an extraordinary experience enjoying the most authentic pleasure of life through the excellence of Italian craftsmanship and design.

Drawing inspiration from his family heritage and his professional experiences in the field of mechanical engineering and automotive design, Comm. Lamborghini has created a 'lifestyle experience brand' which today designs exclusive fashion accessories such as watches, glasses and leather goods but also furnishing accessories. Tonino Lamborghini as mostly a Licencing Company, keeps evolving and sharing this unique story of Italian Heritage all over the world and on every aspect of life. In fact, with alluring fragrances, skin care and face-massage devices the Bull Brand amazes the Beauty Sector, surprises the High-Tech Industry with unmistakable smart-phones, speakers and earphones and marvels the Apparel & Shoes sector with unique smartwatches and other striking accessories. Furthermore, the Tonino Lamborghini Brand adds value also to specific buildings branding suites interiors, conference rooms and all different spaces with distinctive branded style, design and details, always modern and sophisticated, to offer all guests multisensory experiences of the purest Italian lifestyle at 360 degrees with projects all over the world.

For more than 40 years, Tonino Lamborghini has interpreted a universe of Italian style, remaining faithful to the tradition and history of the Lamborghini family. All products are distinguished by the 'Charging Bull' symbol on a red background.

PRESS OFFICE: Alessandra Busignani press@lamborghini.it

We would like to remind you that the companies of Comm. Tonino Lamborghini and the "Tonino Lamborghini" branded products are not connected in any way with the company Automobili Lamborghini, now owned by the Audi-VW Group, founded in 1963 by Cav. del Lavoro Ferruccio Lamborghini, father of Tonino Lamborghini. Thank you.

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About Beanstalk

Beanstalk ([Beanstalk.com](https://www.beanstalk.com)), a global brand extension licensing agency, works closely with our clients to unlock brand equity and create many of the world's most recognizable products and services. We help leading brands, manufacturers and retailers creatively find ways to strengthen their relationship with their most important stakeholder – the consumer. Beanstalk offers a breadth of services across our practice areas, including brand representation, digital media representation (Tinderbox), manufacturer representation, cultural intelligence, brand partnerships, Web3, legal and financial services, and royalty auditing. The company is headquartered in New York, with offices in London, Miami, Cincinnati, Mexico City and Sao Paulo, and affiliates throughout the world. Beanstalk is the recipient of the 2022 Licensing International Excellence Award for Best Licensing Agency. For more information, please visit www.beanstalk.com. Beanstalk is a member of the Omnicom Specialty Marketing Group.

About the Omnicom Specialty Marketing Group

[Omnicom Specialty Marketing Group](#) (OSMG) aligns the growing demand for highly specialized consumer and retail marketing services with integrated solution teams consisting of the best talent to address clients' needs. OSMG provides global services that include: point-of-sale marketing and merchandise technology, field marketing and sales support, brand extension and representation; talent management; Purpose; and consulting and fundraising for non-profit organizations. Omnicom Specialty Marketing Group is part of the DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC), that includes more than 200 companies in a wide range of marketing disciplines, including advertising, public relations, healthcare, customer relationship management, events, promotional marketing, branding and research.

About Omnicom Group Inc.

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