

MIDO 2023

Hall 1 – Stand G10 H09

TONINO LAMBORGHINI EYEWEAR:

Zeiss lenses, Italian design and uncompromising style for the new Eyewear collection of the Tonino Lamborghini Sun and Sightlines

From February 4th to 6th - Milan, Rho, at the International Eyewear Fair, the Bologna-based brand will present the novelties of the Heritage and Bold lines.



February 2023, Bologna - Tonino Lamborghini, the famous brand that has been signing lifestyle accessories and international Real Estate and Hospitality projects since 1981, will take part in the 2023 edition of the Eyewear Show MIDO (Hall 1 - Stand G10 H09), Milan Rho from February 4th to 6th, presenting its new collections with strongly characterising designs and details clearly inspired by the history of the brand of the charging Bull.

At Mido 2023, the models of the new lines entirely conceived by the Tonino Lamborghini Style Centre will be presented: **Heritage** and **Bold**. The new glasses, Sun and Sunglasses, are dedicated to both a male and female public, a clientele that loves new trends, design and quality.

The famous "Charging Bull", recognised throughout the world as a symbol of strength, power and character, stands out on all the eyewear models, and strongly evocative stylistic details of the Bolognese brand emerge.

In addition, all lenses mounted on the sunglasses are Zeiss and, for some special versions, will also be available in polarised versions.



Among the brand's absolute novelties is the bold new **TL515 model from the Bold line**, a sunglass with Zeiss lenses, dedicated to a dynamic and trend-conscious Unisex clientele. Its shape, with an acetate mask that recalls the concept of dynamism, is customised with a central frontal logo imprinted on a gold-coloured mask that recalls an inverted "T" and "L" in its shape. On the temples, with a three-dimensional shield and Tonino Lamborghini signature in gold, the hinge recalls the brand's mechanical heritage. Each end piece is branded on the inside with a red shield.



The **Heritage line**, which strongly conveys the brand's values through its unmistakable stylistic details, includes the iconic **TL 518**. A unisex steel sunglass where the shield-shaped front is a tribute to the Bologna-based brand and features a double bridge enriched with the unmistakable shield detail. Featuring thin steel temples with Miura bull and Tonino Lamborghini in high relief, the hinge of the glasses recalls the brand's mechanical heritage. The decoration on the temples takes the form of a gear wheel and is enhanced by two Torx® screws. The acetate temple tips are also branded on the inside with the red shield. The Zeiss lenses and nose pads are customised with the Tonino Lamborghini signature.



The **TL517 model** belongs to the **Heritage line**. Men's sunglasses in steel, with an octagonal shape. The front is enriched by the iconic three-dimensional shield with detail inspired by the car radiator grille. The lenses are Zeiss and available in polarised versions. TL 517 features slender steel temples, with three-dimensional Miura bull and Tonino Lamborghini's signature in high relief. The hinge recalls the brand's mechanical heritage: the decoration on the temples takes the form of a gear wheel and is enriched by two Torx® screws. The terminals, in black acetate, are branded on the inside with a red shield. Lenses and nose pads are also customised with shield and Tonino Lamborghini signature.



TL520 is part of the Bold line: unisex acetate sunglasses. The front shape is oval and angular, while the wide temples allow the insertion of the typical shield and bull detail together with the brand's signature. For this model, the brand wanted to fit Zeiss lenses, which are also available in a polarised version.



The Bold sunglasses line is also enriched this year with **prescription glasses**. Among the models presented is the **TL014**, strongly representative of the brand. The glasses, in thick acetate, have a square-shaped front, while the wide temples have shield detail and the Tonino Lamborghini brand signature. The temple tips are branded on the inside with the red shield.

Tonino Lamborghini glasses are among the core products, together with watches, tech projects, and leather goods, of the Bull's brand's lifestyle line. A brand made in Italy that has been signing products and projects for Real Estate and Hospitality all over the world since 1981.

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'.

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' with a wide range of luxury products: watches, eyewear, leather goods, mobile phones, perfumes, furnishings, clothing, sports accessories, golf & utility carts, beverage products, 5-star hotels, real estate projects, branded cafés and restaurants.

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.

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.