

THE BOLD BULL LOOK: THE EXCLUSIVE TONINO LAMBORGHINI EYEWEAR COLLECTION AT MIDO 2024

MIDO Eyewear Show 2024 – Hall 1, Stand G16/H13.



January 29th 2024, Bologna – The exclusive **Tonino Lamborghini** eyewear collection will be showcased at the 2024 edition of **MIDO Eyewear Show** – taking place in **Milan from 3 to 5 February** - inside **Pavilion 1, Stand G16/H13**.

The unmistakable lifestyle of the brand is revealed in an eyewear collection in which attention to details and the use of prestigious materials combine to create an iconic style that shows dynamism, character and cosmopolitan glamour.

The Tonino Lamborghini collection is developed in sunglasses and optical, men's and unisex models, in gold, silver, gunmetal and black metal, tortoiseshell, shiny black acetate, matt black and steel versions.

Characteristic shapes that reflect a strong personality are accompanied by oversized dimensions marked by clear and angular lines. The customizations such as the forks on the rods, the hinges that recall the gears or the spheres inspired by the mechanical element of the bearing, are all distinctive details that express the Tonino Lamborghini world.

Strongly characterizing models, with double bridge with shield available both empty and in the three-dimensional version, with the iconic charging bull. Models in steel, steel and carbon and titanium extremely light and comfortable, as well as models in acetate with significant thicknesses for the Bold and Bold Bull line with the metal shield on the front. Attractive, trendy and glamorous items.



Tonino Lamborghini

EYEWEAR

Tonino Lamborghini eyewear collection, entirely designed in Italy, enhances every look, expressing boldness and uncompromising style, thanks to evocative but extremely contemporary details.



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,



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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.

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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.