



MIDO 2022 TONINO LAMBORGHINI EYEWEAR:

RESOURCEFUL CHARACTER AND ITALIAN DESIGN FOR THE UNMISTAKABLE STYLE BRANDED TONINO LAMBORGHINI

From April 30th to May 2nd, the International eyewear fair will come back to Milan: the Bologna-based brand will present two new sun and optical lines dedicated to Bull's fans.



April 29th, 2022, Bologna - Tonino Lamborghini, the Italian brand of accessories and luxury real estate projects of the Lamborghini family, will participate in the 2022 edition of the Eyewear Show MIDO - Live the Wonder, from April 30th to May 2nd.

Entirely made by the company, after years of experience with licensed partners, two lines will be presented, Premium and Young, with both sun and optical models inspired by the family's mechanical heritage and Ferruccio's experience in the motorcycle field. Enterprising character and Italian design for the unmistakable style branded Tonino Lamborghini.

New proposals for sunglasses and eyeglasses dedicated to those with a passion for speed and mechanics.

The 2022 novelties include models with a design strongly inspired by the Lamborghini heritage dedicated to a male target and trendy proposals for a unisex clientele, young, bold and resourceful like the Bull's brand.



PREMIUM LINE



Among CEO Ferruccio Lamborghini's favorites is the **SPYDERLEGGERO TL500**, a stainless steel sunglass dedicated to a unisex, young and trend-conscious clientele. Its hexagonal shape recalls the homonymous watch case's design, flagship model of the Tonino Lamborghini Swiss Watches collection. On the temples, with a three-dimensional shield and Tonino Lamborghini logo in high relief, the hinge recalls the brand's mechanical heritage: the decoration on the temples takes the form of a gear wheel.



The **TAURI line** flagship sunglasses model is the **TL507-05**, a silver stainless steel mask with Tonino Lamborghini textured flat lens, three-dimensional shield on the front, spheres applied on the lens inspired by the mechanical element of the bearing ball, carbon fiber temples with 3D metal logo. The flat lens contributes, together with the brand's three-dimensional logo on the front and the bearing spheres applied on the lenses, to create an iconic and uncompromising design, in perfect Tonino Lamborghini style.



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Belonging to the new **Gear line** is the **TL502-04** sun model, men's acetate sunglasses with an aviator style teardrop shape with a front characterized by a double bridge enriched by the iconic three-dimensional shield with detail inspired by the automotive radiator grid.

Gear features thin acetate temples with three-dimensional Miura bull and Tonino Lamborghini's signature in high relief. The hinge recalls the mechanical heritage of the brand: the decoration on the temples has the shape of a gear wheel and is enriched by two Torx® screws. The black acetate temple tips are branded on the inside with the red shield. The lenses are also personalized with the Tonino Lamborghini lettering.



TAURI TL504-04: unisex stainless steel sunglasses with round shape. The front is embellished with a double metal bridge and side fit over with 3 Torx® screws for an iconic look. Carbon fiber and stainless steel temples have shield details with three-dimensional Miura bull and Tonino Lamborghini signature in high relief. The black acetate temple tips are branded on the inside with the red shield. The nose pads and lenses are also customized with the company's logo and Tonino Lamborghini lettering.



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Finally, the **TL009-02** model belongs to the new **F-RR line**, with a racing character like the pilot who inspired it, Ferruccio Lamborghini, Tonino's son and CEO of the family company, as well as a former motorcycling champion. These are black acetate glasses, embellished by a 3D Tonino Lamborghini logo on the temples and a design detail that recalls the motorcycle fork (a mechanical element with the function of suspension and shock absorber to ensure optimum stability of the vehicle and high comfort for the rider).

YOUNG LINE



Model TL 752: Unisex metal sunglasses with teardrop aviator shape and double bridge. A timeless classic of the eyewear world, made even more iconic thanks to the Bull' shield silhouette on the front. The thin metal temples feature the detail of the Bull' shield and the Tonino Lamborghini brand signature. The acetate temple tips are branded with the red shield. The nose pads are also personalized with the company's logo. The glasses are stored inside a soft case in branded black faux leather with red stitching.

Recognized throughout the world as a symbol of strength, power and bold character, the Tonino Lamborghini brand logo stands out on all eyewear models: the famous "Charging Bull".



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TONINO LAMBORGHINI COMPANY

Founded in Italy in 1981 by Mr. Tonino Lamborghini, heir of the Lamborghini family, today the company's headquarters are located in the magnificent Palazzo del Vignola, a Renaissance villa just outside Bologna's city walls.

Mr. Lamborghini has taken inspiration from his family heritage and his vast experience in mechanical and automotive engineering to develop a lifestyle experience brand with a range of luxury design products, including: watches, eyewear, leather goods, smartphones, perfumes, furniture, clothing, sports accessories, golf&utility carts, signature beverages, 5-star boutique hotels, real estate projects, cafés and restaurants.

For over 40 years, Tonino Lamborghini has been a byword for Made in Italy lifestyle. By staying true to the tradition and story of the Lamborghini family, the Tonino Lamborghini Company seeks to promote distinctive Italian style and taste.

Uncompromising spirit, Italian ingenuity and design - together with the talent of a brand recognized throughout the globe as a beacon of luxury, exclusivity and Italian flair - are the values of the Tonino Lamborghini brand. The company's vision is to bring the passion and spirit of Italy to the global market with unique and distinctive products, inspired by Italian industrial design and the Lamborghini family mechanical heritage.

Tonino Lamborghini was born in 1947 in Italy, and he is today the President of the homonymous company. In 2015, Tonino's first son Ferruccio joined the company; he became in 2016 vice-president and in 2018 CEO. From his famous grandfather Ferruccio has inherited not only the name but also the passion for speed: he is a motorcycling champion in the Italian Speed Championship.

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DISCLAIMER: Please consider that the Tonino Lamborghini companies and the registered trademark "Tonino Lamborghini", which brands luxury goods and services, shall not be confused with the car company founded by Ferruccio Lamborghini, Tonino Lamborghini's father. Please avoid the usage of Lamborghini cars next to Tonino Lamborghini products. Thank you.