



Tonino Lamborghini

Tonino Lamborghini announces at the Beautyworld Japan Exhibition the collaboration with Rhythm Corporation for the development, launch and distribution of the first branded beauty device which is set to revolutionize the beauty industry: ALPHA-ONE.

Tonino Lamborghini Alpha One has been launched in Tokyo, during the BeautyWorld Japan exhibition, the ideal platform for discovering exciting new products and spotting the latest trends in the beauty industry in Japan, 16-18 May 2022.

Alpha One beauty has nothing to do with classic beauty devices, in fact it's equipped with the latest technological resources and the distinctive style of a brand that, starting from a passion, born in the mind of a single person, has brought its signature to the world.

ALPHA ONE Beauty Device is an easily handled product with a unique design signed by Tonino Lamborghini. Among its unique features: a patented ultrasonic wave technology that acts in four points simultaneously and an automatic function that gives to users a full treatment in 7 minutes.

Not least of all Alpha One can also be used for shoulders, décolleté and arms.

The product naming comes from the sky, but also has a family heritage origin. Besides, Alpha is the first letter of the Greek alphabet and in the same numerical system it holds the first position. This naming perfectly matches with the product characteristic as well as with the brand values: legendary, timeless, innovative, daring, cutting edge, and it perfectly symbolizes the character of the targeted consumer: a real trendsetter who has the right driving force to discover what is cool and fashion in the world.

The main goal of this device, which will be distributed online at <https://rhythm-rhythm.co.jp/> and in the best Japanese beauty salon, is to emphasize the uniqueness of each individual and to nurture self-esteem, self-confidence in everyone's abilities and beauty.

Uniqueness, confidence, vision, ambition: these are the hallmarks of the Alpha ONE product and of those who use it every day.

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.



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For 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.

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.