



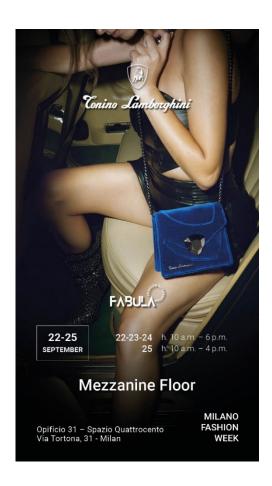
<u>Fabula – Milan Fashion Week</u>

Mezzanine Floor - Opificio 31, Spazio Quattrocento

TONINO LAMBORGHINI LEATHER GOODS:

Bold style, Italian design, and meticulous craftsmanship: the new Tonino Lamborghini Signature Collection embodies the purest essence of the Charging Bull brand.

From September 22 to 25 - Milan, Via Tortona 31 - during Fashion Week, the Bologna-based brand will exclusively present its new women's leather goods collection.



September 2023, Bologna — Tonino Lamborghini, will participate in the 2023 edition of Fabula Milano (Opificio 31 - Mezzanine Floor, via Tortona 31), from September 22 to 25 on the occasion of Milan Fashion Week, presenting its new leather goods collection entirely dedicated to the female universe.

The quintessence of a purely Italian style, design, and elegance, the Tonino Lamborghini Signature Collection is entirely handcrafted by expert artisans and evokes, in its strongly characterizing details, all the charm of a legendary history: that of the charging Bull brand.

Designed in-house by the creative team led by Tonino Lamborghini, the Signature Collection is an expression of a tradition of prestige rooted as far back as 1981, the year Comm. Lamborghini decided to found the eponymous brand to create a new symbol of Italian-ness in the world while charting a new way of doing business.





Among the first to export Italian culture and family heritage internationally, Tonino Lamborghini began in the early 1980s to sign objects and fashion accessories linked by the common thread of savoir vivre, tastefully intercepting the fashions and needs of the moment. It was even more the daring spirit that suggested him the revolutionary intuition to include in his creations elements and stylistic features completely unrelated to the world of fashion, paving the way for the future brand extension. Thus the carbon fiber details, connecting rods and engine bearings declined in Tonino Lamborghini leather goods reveal the mechanical heart of no less than three generations and the automotive past lives again in the fine leather inserts and unmistakable Prince of Wales fabric.

The new Signature Collection, an extemporaneous manifesto of this tradition of excellence, fully embodies the essence of an eclectic and uncompromising spirit and vision of a future in the sign of the Bull. From timeless classics like Velocità and Dolcevita to the youthful appeal of Streetbull and the sophistication of Shield Lady, each piece is a work of art in which sartorial tradition and attention to detail converge in a captivating symphony of design. From casual comfort to the most sophisticated urban chic, blending elegance and functionality. It is more than leather goods: it is a lifestyle statement.

On every accessory, printed, embossed, or applied as a precious insert stands out the iconic shield with the Miura Bull in Veronica position, the iconographic symbol of strength, tenacity, and resourcefulness. Of those who chase their dreams with determination in the only way they know how: without compromise. For it is in the bull's nature to challenge the limits of the possible.

TONINO LAMBORGHINI COMPANY

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' which today designs exclusive fashion accessories such as watches, glasses and leather goods but also furnishing accessories and hospitality and real estate 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.

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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