



AUTOMOBILI
LAMBORGHINI

藍寶堅尼品牌簡介



AUTOMOBILI LAMBORGHINI

品牌服飾成立與發展

Collezione Automobili Lamborghini成立於1999年，從那時開始就希望提供”穿著的藍寶堅尼”
2007年，在米蘭時裝周期間，在Nhow酒店的專門陳列室裡，Collezione Automobili Lamborghini首次亮相。在Collezione中，巨大的成功獲得了快速的發展，並在很短的時間內取得了進一步的發展，推出了完整的男裝系列，以獻給藍寶堅尼超級跑車的全球追隨者。多年來，Collezione Automobili Lamborghini取得了快速的增長，包括開設了單品牌銷售點，並通過許多品牌銷售點增加了分銷網絡。

Collezione Automobili Lamborghini was founded in 1999, and since then it has hoped to provide the opportunity to wear Lamborghini." In 2007, during Milan Fashion Week, Collezione Automobili Lamborghini made its debut in the special showroom of the Nhow Hotel.

In Collezione, the great success achieved rapid development, and further development was achieved in a short period of time, launching a complete menswear collection, dedicated to the global followers of Lamborghini supercars. Over the years, Collezione Automobili Lamborghini has achieved rapid growth, including the opening of single-brand sales points and an increase in the distribution network through many brand sales points.





AUTOMOBILI LAMBORGHINI

品牌服飾設計風格理念

藍寶堅尼 (Lamborghini) 男裝及配件 (Automobili Lamborghini Menswear & Accessories) 是傳遞超級跑車DNA的生活方式服裝系列，其構想是要完善這家著名汽車製造商的精隨，並符合其價值觀。在這個系列中，質量上乘，尖端技術，非正式奢侈品和對環境的關注相融合。定義明確的樣式代碼和強烈的個性賦予了代表現代男士衣櫥的整體外觀活力，這三個系列構成了該系列，在各種日常使用中均伴隨著男性，包括INFORMAL LUXURY (非正式奢侈品)，CASUAL (休閒) 和 OFFICIAL PILOT (官方駕駛)。

Automobili Lamborghini Menswear & Accessories is the lifestyle clothing line that transfers the DNA of super sportscars and was designed to complete the essence of the famous car manufacturer and reflect its values.

This collection combines superb quality, cutting-edge technology, informal luxury and a respect for the environment. Well-defined elements of style and a strong identity create a total look that represents the wardrobe of a contemporary man.

The three lines in the collection accompany men in various occasions of daily use: INFORMAL LUXURY, CASUAL and OFFICIAL PILOT.



INFORMAL LUXURY

INFORMAL LUXURY系列 (非正式奢侈品) 出現在該系列的每種產品中，代表著最精緻的現代品味和非正式的奢華。所有服裝的設計都是為了欣賞功能性設計，並滿足當代男性著裝要求的需求，這種著裝表現出一種邂逅的奢華。

The distinctive traits of the brand are present in every product of the line and represent the essence of the most refined contemporary taste and informal luxury. All garments, designed for a connoisseur of functional design, were created to satisfy the need for a contemporary 24/7 dress code for men that expresses deconstructed luxury.

INFORMAL LUXURY





CASUAL

休閒品牌的運動精神體現在一系列致力於休閒，簡單和實用的物品上，該提案的最新特徵充滿創意，並帶有迷人的圖形和標誌。

The sporty soul of the brand is represented in a series of simple, functional garments for leisure. The up-to-date character of the proposal is full of elements with appealing, distinctive graphic elements.

CASUAL



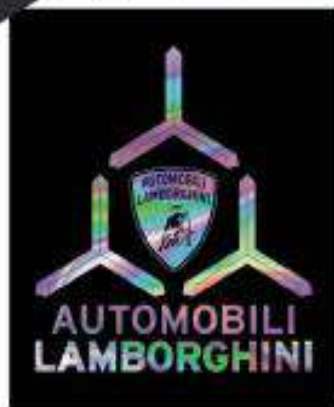


OFFICIAL PILOT

官方駕駛員對藍寶堅尼超級跑車充滿激情的提案是在運動和技術上同時試驗最新一代的高性能材料和創新工藝，為具有藍寶堅尼DNA特色色澤的牆動力服裝賦予生命。

The passion for Lamborghini super sportscars combines energy, performance and technology. The mission of this sporty yet technological proposal is to experiment with state-of-the-art high-performance materials and innovative processes to create garments with a strong dynamic character and with accents in the characteristic colors of the Lamborghini DNA.

OFFICIAL PILOT



OFFICIAL PILOT





DECONSTRUCTED LABEL POLO B3XWB7I530431 899 NERO PEGASO
STRETCH GABARDINE PANT A2XWB1J365O53 005 BIANCO
GLOSSY LOGOSCRIPT WEEKENDER E1XWBBG185043 899 NERO PEGASO



SHADED SHIELD T-SHIRT B3XWB7TV30431 240 BLU ACHELOUS 5-POCKETS GABARDINE PANTA2XWB0J165052 240 BLU ACHELOUS

Opposite Page:
SHIELD ON WALL T-SHIRT B3XWB7TS30431 240 BLU ACHELOUS
5-POCKETS GABARDINE PANT A2XWB0J165052 240 BLU ACHELOUS





LEATHER BIKER JACKET ECXWB9I340161 899 NERO PEGASO
 HEXAGONAL FRAME T-SHIRT B3XWB7TU30431 751 SABBIA
 5-POCKETS NARROW DENIM A2XWB0R160199 904 INDIGO
 COATED Y BACKPACK E1XWBBY171908 899 NERO PEGASO



ALLOVER CAMOUFLAGE DRAWSTRING BACKPACK E1XWBBB171902 899 NERO PEGASO TECHNICAL YORK PRINT SNEAKERS E0XWBSE271682 166 VERDE SCANDAL 3D SHIELD BACKPACK E1XWBBZ171097 166 VERDE SCANDAL CAMOUFLAGE SHIELD T-SHIRT B3XWB7A830431 005 BIANCO REFLECTIVE EASY PACKPACK E1XWBBB571902 899 NERO PEGASO



ALLOVER CAMOUFLAGE WEEKENDER E1XWBBB371902 899 NERO PEGASO CAMOUFLAGE SHIELD CAP E8XWBK0971910 005 BIANCO Y SEQUENCE KNITTED SNEAKERS E0XWBSD271921 899 NERO PEGASO ALLOVER CAMOUFLAGE PATTERN T-SHIRT B3XWB7A930452 005 BIANCO

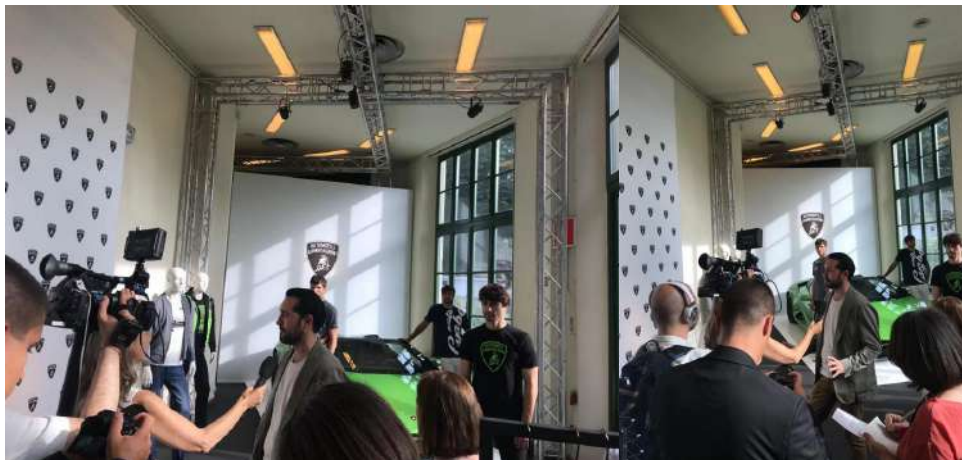


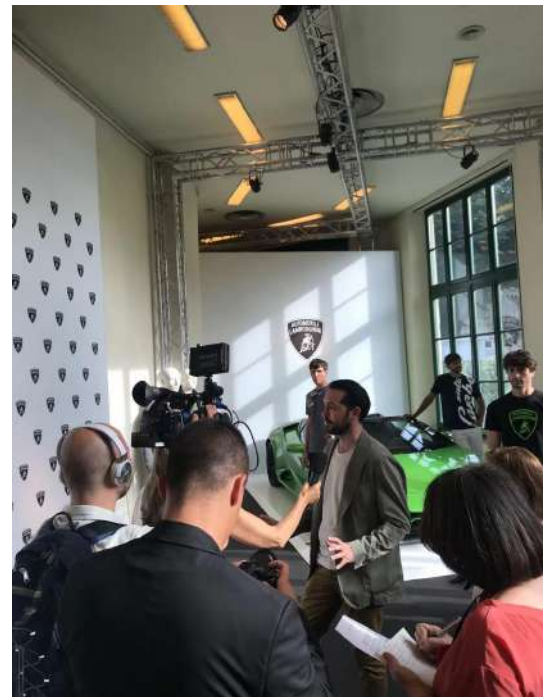
3D SHIELD NYLON WEEKENDER E1XWBBZ371907 166 VERDE SCANDAL
TECHNICAL YORK PRINT SNEAKERS E0XWBSE271682 034 NERO/VERDE SCANDAL
ALLOVER CAMOUFLAGE BELT BAG E1XWBBB471902 899 NERO PEGASO
3D SHIELD CROSSBODY BAG E1XWBBZ471907 166 VERDE SCANDAL
CAMOUFLAGE SHIELD CAP E8XWBK0971910 899 NERO PEGASO



Firenze Pitti Uomo

PU展會













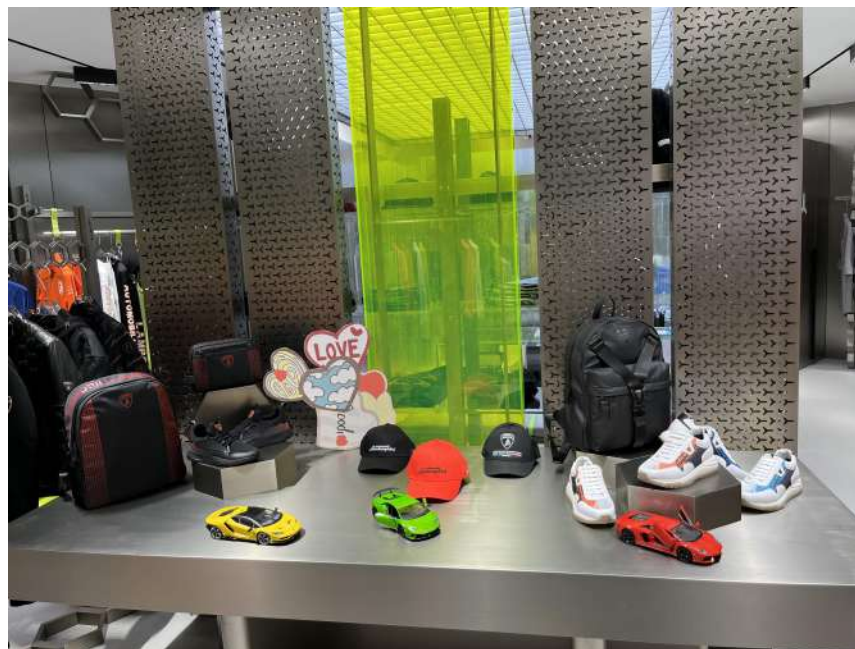
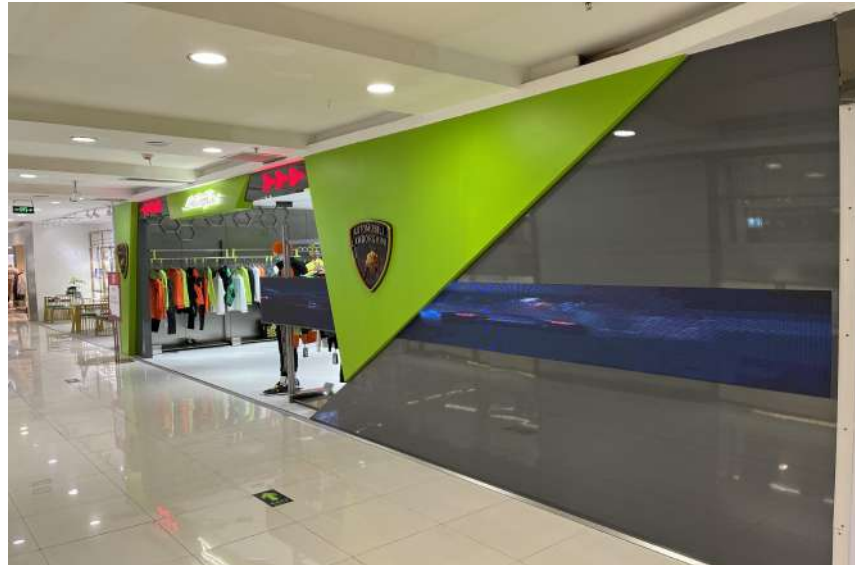
Retail

專賣店



藍寶堅尼專賣店 Lamborghini store





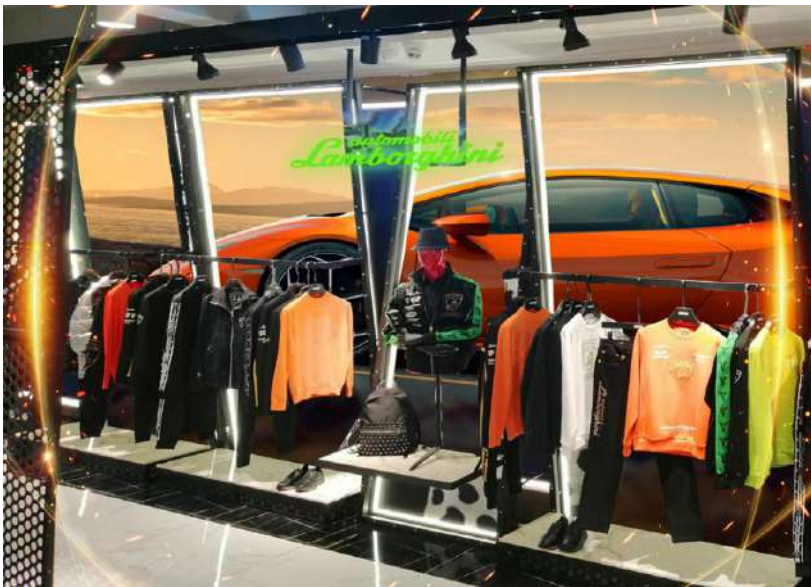
Lamborghini store



Lamborghini store

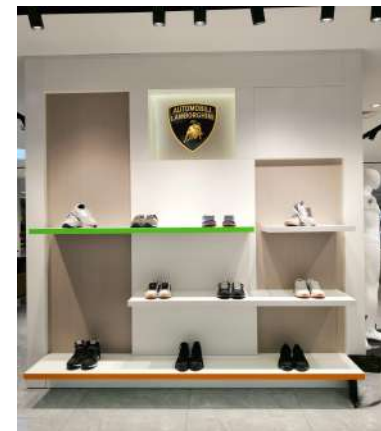


Lamborghini store





Lamborghini store



Lamborghini store



NEW RETAIL CONCEPT



NEW RETAIL CONCEPT



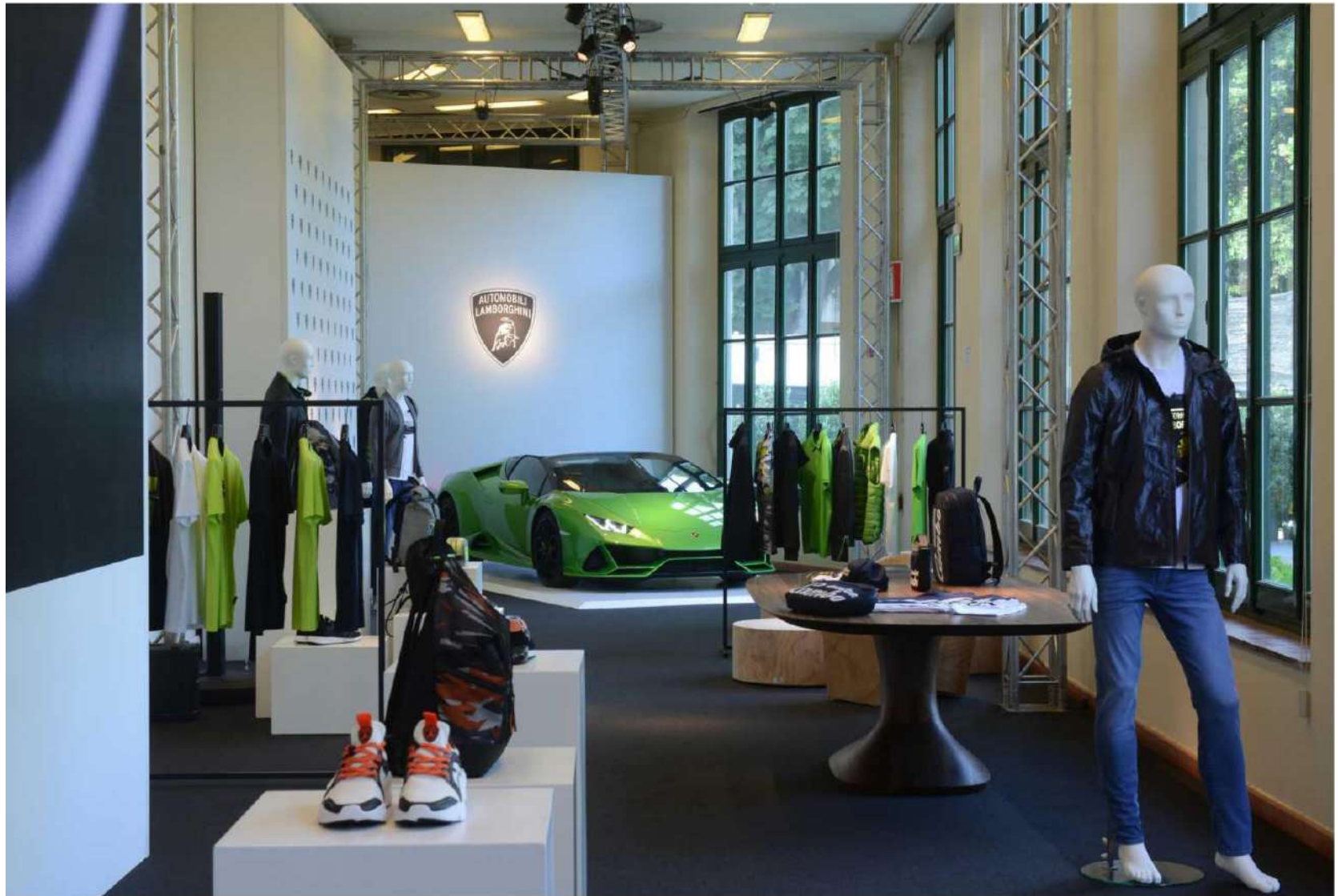
NEW RETAIL CONCEPT



NEW RETAIL CONCEPT



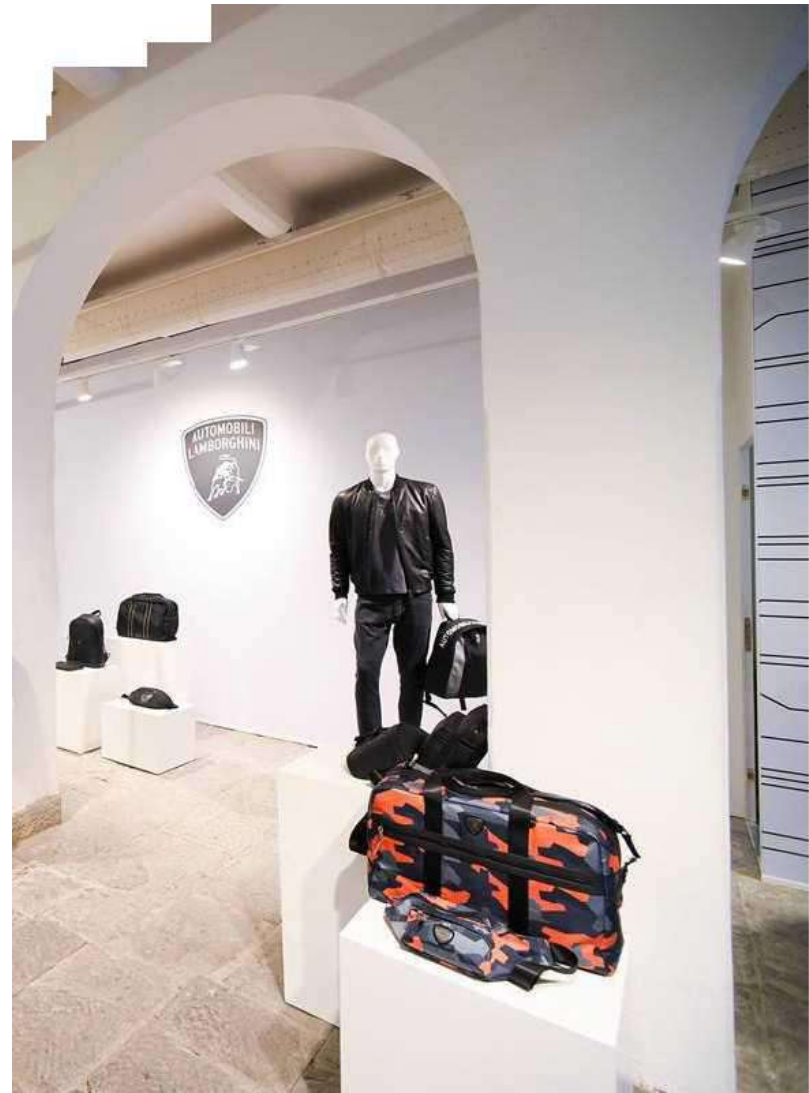
NEW RETAIL CONCEPT



NEW RETAIL CONCEPT



NEW RETAIL CONCEPT





automobili
Lamborghini

Lamborghini.com



藍寶堅尼 (Automobili Lamborghini S.p.A.)
義大利汽車生產商，是全球頂級跑車製造商及歐洲奢侈品標誌，
公司坐落於義大利聖亞加塔·波隆尼(Sant'Agata Bolognese)，
由費魯吉歐·由費魯吉歐·藍寶堅尼在1963年創立。



MUSEO DELLE TECNOLOGIE





生產線

**DOVE IL SOGNO
PRENDE VITA**

Visita alle linee di produzione.

**WHERE DREAMS
COME TO LIFE**

Tour of the production lines.



藍寶堅尼 旗下車型：

大牛：藍寶堅尼 Miura(穆拉)、藍寶堅尼 Countach(康塔什)、藍寶堅尼 Diablo(鬼怪)、
藍寶堅尼 Murcielago(蝙蝠)、藍寶堅尼 Aventador(埃文塔多)
小牛：藍寶堅尼 Gallardo(蓋拉多)、藍寶堅尼 Huracan(颶風)
其他車型：藍寶堅尼 Veneno(毒藥)、藍寶堅尼 Reventon(雷文頓)
概念車：藍寶堅尼 Sesto Elemento(第六元素)、藍寶堅尼 Egoista(自私)

旗艦級車型：

 *Lamborghini*

AVENTADOR



藍寶堅尼Aventador LP700-4（敞篷車）的一大新特徵就是使用了之前在新一代藍寶堅尼Reventon上已經應用的“Y”型LED日間行車燈，這一設計也將成為藍寶堅尼最新的家族特徵。而尾燈同樣使用了三組“Y”字造型的LED發光源，與車頭互相呼應。新車前臉的多邊形設計衝畫感極強，明顯比上代大牛更加兇猛和暴力。





 *Lamborghini* 2020AW

產品規劃

PRODUCT PLANNING FOR MENSWEAR



CORSSOVER

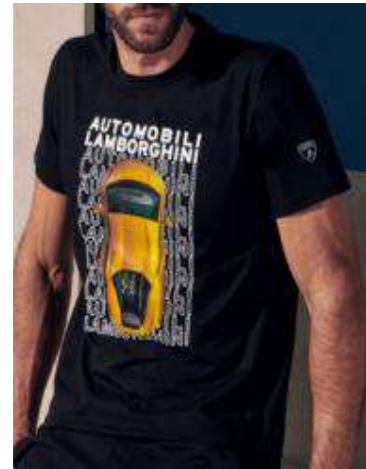
联名限量



Supreme

产品定位：**时尚运动**









SHIRT: SWEET T-SHIRT R3XW77VJ0411240 BLU ACHELOIS
5-POCKETS GABARINE PANT A2XW80J6S052240 BLU ACHELOIS

Spencer & Pini
SWEET T-SHIRT R3XW77VJ0411240 BLU ACHELOIS
5-POCKETS GABARINE PANT A2XW80J6S052240 BLU ACHELOIS





DECONSTRUCTED LABEL SHIRT 81X W66-J50 P910 240 BLU ACHELOUS
ESSENTIAL SHIELD T-SHIRT 83XW877134Q31 Q05 BIANCO
5-POCKETS GABARDINE PANTS 42 XW80/H50/S2 240 BLU ACHELOUS
KNITTED SNEAKERS W/ SIGNATURE TAPE EDX W85 H371444 M9 NERO/BIANCO



PERFECTED LEATHER JACKET A.L. 10X W89/H420 899 NERO/PIGALLO
MADE IN ITALY THE 2ND HALF POUCHES LONG T-SHIRT 81X W87/H420 Q05 BIANCO
5-POCKETS GABARDINE PANTS 42 XW80/H50/S2 240 BLU ACHELOUS
KNITTED SNEAKERS W/ SIGNATURE TAPE EDX W85 H371444 M9 NERO/BIANCO







30 FRAGMENTED A.L. T-SHIRT 83XW876830-431 899 NERO PEGASO
 Opacche Paper
 GLASSY LOGO SHIRT BACKPACK EKW19802 85043 899 NERO PEGASO



DE-CONSTRUCTED PRINT CROWN NECK 87XW876330-435 751 SA BABA
 DE-CONSTRUCTED LABEL WASHED DENIM ALEX W80R4601979-04 INDI GO
 DE-CONSTRUCTED EMBOSSED A.L. LEATHER BACKPACK EKW88H1779-05 899 NERO PEGASO



LEATHER RINGER JACKET 83XW876330-435 899 NERO PEGASO
 POLARONE T-RAMP T-SHIRT 83XW876330-435 899 NERO PEGASO
 POLARONE T-RAMP T-SHIRT 83XW876330-435 899 NERO PEGASO
 POLARONE T-RAMP T-SHIRT 83XW876330-435 899 NERO PEGASO



ALLOVER Y PATTERN T-SHIRT 83XWB7G730-431 899 NERO PEGASO
 SHADOW EFFECT SHIELD TRACKPANT A2XWB1AH30435 166 VERDE SCANDAL
 Opposite Page
 SIGNATURE TAPE ZIP-UP 87XWB7H30434 899 NERO PEGASO 61
 3D SHIELD T-SHIRT 83XWB7B30431 005 BIANCO 61
 SIGNATURE TAPE TRACKPANT A2JWB1T0434 899 NERO PEGASO 61
 ALLOVER CAMOUFLAGE VEEKANO 8 AD 11XWB8B37902 899 NERO PEGASO 61
 TECHNICAL YORK PRINT SNEAKERS E2JWB8L3071682 104 NERO VERDE SCANDAL 61



CAMOUFLAGE DETAILS ZIP-UP 87XWB7A130435 899 NERO PEGASO
 CAMOUFLAGE DETAILS TRACKPANT A2XWB1AU30435 899 NERO PEGASO
 Opposite Page
 REFLECTIVE SHIELD POLO BIOCERAMICO 82XWB7H30336 899 NERO PEGASO
 REFLECTIVE PRINT BIOCERAMICO TRACKPANT A2XWB1B30336 899 NERO PEGASO
 ALLOVER CAMOUFLAGE BACKPACK E1XWB8L79102 899 NERO PEGASO
 REFLECTIVE NYLON SNEAKERS E2XWB8B17918 899 NERO PEGASO



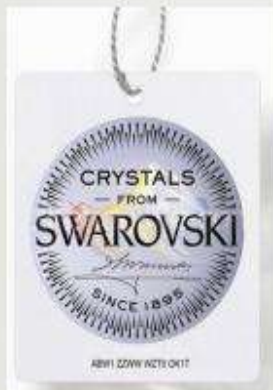


LUXUY

輕奢定制

LUXURY

SWAROVSKI施華洛世奇
水鑽系列



旗艦車型 ABENTADOR



金牛座TAURUS
創始人:費魯吉歐 藍寶堅尼
(Ferruccio Lamborghini)



商品範例



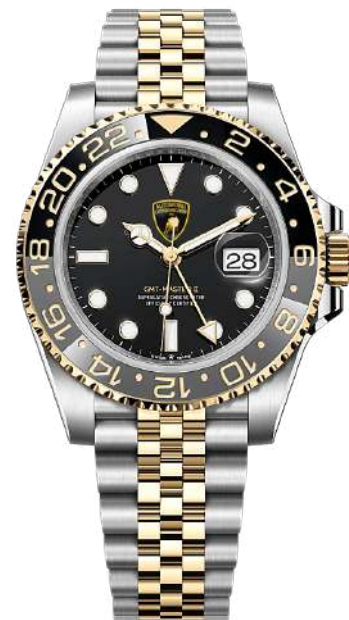
商品範例



商品範例



商品範例



商品範例



合作提案模擬



Thank you very much

期待與您合作 共創市場佳績



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*簡報內資訊僅供參考，實際商品樣式已送審/送審回覆為準