



Automobili Lamborghini and Rhude Release Teaser Collaboration

Capsule collection feted during Art Basel Miami

Sant'Agata Bolognese/Miami, FL, 2 December 2022 - Automobili Lamborghini and Rhude proudly announce the release of a new collaboration designed in honor of the first all-terrain super sports car, the Lamborghini Huracán Sterrato¹. Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini along with Rhude's Founder and Creative Director, Rhuigi Villaseñor, joined VIPs and tastemakers for an evening to celebrate the launch.

The partnership, unveiled in Miami during Art Basel at the Lamborghini Beach Lounge, sees a capsule collection rendered with Rhude's signature premium finishes, Villaseñor's eye for pacesetting design and both houses' distinct branding. The collaboration celebrates the Huracán Sterrato, which also premiered this week in Miami.

"The Rhude x Automobili Lamborghini capsule collection has been expressly created to reflect the design innovation and cutting edge style synonymous with both our brands. This is just a taste of what's to come," comments Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini.

Villaseñor has long been drawn to autosports and high-performance cars. Lamborghini, in particular, holds special meaning: the designer both drives an Urus, Lamborghini's Super SUV, and lives and works in the brand's home country of Italy. "Cars and Fashion are two of my favorite life joys, being able to marry these fields in a modern and intriguing approach excited me, I'm so thrilled for the world to see what we cook up here. Can't thank the Lamborghini team enough for believe in my vision and letting me bring this to life," says Rhuigi Villaseñor.

The capsule features jackets, cargo pants, polo shirts, tees, flat-brim hats, "soft toolbox" duffels and more. It fuses influences from different cues, melding a military surplus aesthetic-with a focus on canvases and twills-and direct links to Lamborghini's automotive legacy, such as with vent-mimicking details on the back of a half-zip anorak (these are inspired by the lines on Lamborghini's original Countach model, which was produced from 1974 to 1990, as well as those on the *Huracán Sterrato*). An aviator jacket features patches with both Rhude and Lamborghini's iconography, while a varsity jacket boldly spells out "Automobili Lamborghini" across the shoulders.

The Rhude x Automobili Lamborghini capsule collection, which ranges in price from \$295 - \$2,995 USD, is available through www.rh-ude.com from mid-December 2022. The collaboration will continue with Rhude's next collection, Autumn-Winter 2023, which will be revealed in Paris in January.

¹ The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data are in the type of approval stage.



Media Information

About Rhude

R H U D E, founded by Rhuigi Villaseñor in 2015, is a design venture born out of Los Angeles, balancing luxury techniques with streetwear elements, showcased as ready-to-wear collections.

Designed from a narrative standpoint R H U D E is both a reflection of modern socioeconomics and personal stories as Villaseñor came to Los Angeles from the Philippines at the age of 11 with no concept of brand culture. Now a reoccurring theme season-to-season, R H U D E combines American iconography with nostalgic references, a visual commentary on Los Angeles style and culture itself. Rhuigi studied art history shortly after graduating high school and was an understudy/intern to Shaun Samson.

With no formal training specific to fashion design, Villaseñor credits his understanding of garments and construction to growing up with a mother who was a tailor, providing a foundation and understanding of how to build each piece and the subsequent stories told with each collection.

RHUDE's journey parallels Villaseñor, chronicling the evolution of a man from adolescence to maturity, a narrative reflected each collection both the Creative Director and brand continues to grow-up with its ever-expanding fan base, culminating in the most recent debut runway show during Paris Men's Fashion Week for the Fall/Winter 2020 Collection.

Photos and videos: <https://media.lamborghini.com>

Information on Automobili Lamborghini: www.lamborghini.com



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