



Tod's for Automobili Lamborghini Launch of the first collection at Pitti Uomo

Sant'Agata Bolognese/Florence, 11 January 2024 - Automobili Lamborghini and Tod's present the first footwear collection born from the two brands' partnership.

The exclusive collaboration of the two companies celebrates craftsmanship and innovation: qualities that define the two companies, each a leader in its industry.

Vision and passion, with a relentless commitment to technological research and innovation, are fundamental qualities shared by both, defining new boundaries of Italian style with this partnership. The highest expression of Italian design and manufacturing tradition, attention to detail and continuous research are the founding values of Tod's and Automobili Lamborghini, which with this collaboration export the excellence of Italian know-how to the world.

The project starts with the launch of a men's and women's footwear collection featuring two models, the iconic *Tod's Gommino* and sneaker produced in colors inspired by the two brands.

The *Gommino* has a new line that echoes the livery of Lamborghini's super sports cars, and the tubular banding increases the aerodynamic appeal, creating movement and elegance. On the soles, the characteristic 'pebbles' take on the color of the heel or upper. The leathers used are sourced from the world's best tanneries, and the production process requires a high level of craftsmanship, with the cutting and stitching of the leather done by hand.

Pitti Uomo in Florence was chosen for the collection's launch, an event that is considered a 'must' for men's style. The absolute stars of the installation are the collection, displayed in all its variants, and two Lamborghini Revuelto¹, emphasizing the synergy of the two worlds. Part of Tod's artisanal production will also be shifted to Stazione Leopolda, where the craftsmanship of sewing and assembling the *Gommino* will be on display for all to see.

The collection is the first step in a project that will also include leather goods and clothing collections. Tod's for Automobili Lamborghini will be available for purchase starting 10 January 2024, at: www.automobililamborghini.tods.com

#Tods

#TodsXAutomobiliLamborghini

#Lamborghini

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



¹ Consumption and emission values of Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO₂-emissions combined: 276 g/km (WLTP)



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