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)
Automobili Lamborghini S.p.A.

Headquarters

Director of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Brand & Corporate Communication
Camilla Marzotti
T +39 051 9597611
camilla.marzotti@lamborghini.com

Media Events & Brand Extension Communication
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Polo Storico & Heritage
Massimo Delbo
T +39 3331699342
massimo.delbo@lamborghini.com

Corporate Publishing
Barbara Grillini
T +39 051 9597459
barbara.grillini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Liliya Dovbanchuk
T +39 349 756 2077
liliya.dovbanchuk@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jjc.uk.com

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

China Mainland, Hong Kong & Macau
Ma Weichao (Ms.) 马唯超
T +86 138 1009 5399
weichao.ma@lamborghini.com

Japan
Yasuki Yamagishi
T +81 8011343 7756
yasuki.yamagishi@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 87113229
alethea.tan@lamborghini.com

India
Meghana Dave
T +91 96744 07009
extern.meghana.dave@lamborghini.com