

Partnership between Automobili Lamborghini and Orlebar Brown

The two brands collaborate to launch exclusive beach wear collection

Sant'Agata Bolognese/London, 2 August 2024 – What happens with the people who design spaceships for the road come together with the people who bring Saville Row to the sea? A swim, beach and resortwear capsule inspired by the might and beauty of Automobili Lamborghini, designed by Orlebar Brown. Automobili Lamborghini and Orlebar Brown share a love of design, a passion for precision, an obsession with technical details and a strong focus on sustainability. The customers of both of our brands are discerning and appreciate the very best.

The capsule collection launches globally on August 2, 2024 and comprises swim shorts, resort shirts and trousers, polos, t-shirts and luxurious towel. Each designed with inspiration from details of Automobili Lamborghini cars that owners and fans will appreciate. Bright, iconic colours matched with chic dark shades for elevating holiday style.

Swim shorts feature a mix of prints and jacquard designs using the legendary hex of Automobili Lamborghini exhausts and vents. The designs feature on classic Orlebar Brown tailored swim shorts as well as the new Bulldog Drawcord style with dual branded, gold effect drawcord ends.

The hex design is interpreted onto a signature on polo shirts and t-shirts as well as a technically beautiful Howell two-tone towelling resort shirt. The same design is applied to the beach towel, rounding out the capsule.

The collaboration between Automobili Lamborghini and Orlebar Brown will last for three years, launching new collections in the summer of 2025 and 2026. The first of these collections launches globally on August 2, 2024 in Orlebar Brown stores and online stores across UK, USA, France, Spain, Italy, Portugal, Greece, UAE and Australia. Select retailers worldwide, including Mr. Porter, will also carry the collection. The collection will also be available at Automobili Lamborghini's store at their HQ in Sant'Agata Bolognese as well as [lamborghini.com](https://www.lamborghini.com)

AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant'Agata Bolognese, near Bologna, Automobili Lamborghini is an iconic name in luxury supersports car production. With legendary models like the Miura, Countach and Aventador, and limited editions such as the Reventón and Sesto Elemento, Automobili Lamborghini continues to innovate and shape the industry. There are three main models in the current range: Huracán, Urus (the world's first super SUV), and Revuelto (the first V12 HPEV - High Performance Electrified Vehicle). With approximately 2,400 employees, a network of 184 dealers in 54 countries and more than 10,000 vehicles delivered in 2023, Automobili Lamborghini is a global player in the luxury automotive sector. Through the "Direzione Cor Tauri" program, the company has committed itself to a sustainable future, with complete hybridization of the range by the end of 2024. It embodies the mission "Driving humans beyond" and its values: "brave", "unexpected" and "authentic".

ORLEBAR BROWN

Orlebar Brown formed as British resort wear and lifestyle brand in 2007. It has reinvented holiday style for men, with their classic Bulldog shorts remaining the original and best 'shorts you can swim in'. Instantly recognisable due to their hallmark side-fasteners, the brand's classic swim shorts are made from 100% recycled plastic and come with a 5-Year Guarantee as a testament to their quality and durability. Orlebar Brown has everything you need to Holiday Better in style - from swim shorts to shirts, trousers, polos, shorts, footwear, sunglasses and more. Since 2018 Orlebar Brown has been part of Chanel. It is a global brand with more than 40 direct stores, and can be found in over 250 locations around the world, including London, Paris, New York, Miami, Los Angeles, Sydney, Dubai, St. Tropez, Marbella, Ibiza, Mykonos, Athens, Montecito, St. Barths and East Hampton.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

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

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
francesco.colla@lamborghini.com

Media Events & Brand Extension Communication
Rita Passerini
T +39 349 4598271
rita.passerini@lamborghini.com

Corporate Publishing
Barbara Grillini
T +39 366 8778823
barbara.grillini@lamborghini.com

Motorsport Communication
Giovanni Zini
T +39 342 1318474
giovanni.zini@lamborghini.com

Regional Offices

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

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

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

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

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

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com

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