



## Balenciaga | Automobili Lamborghini collaboration launch

### Where avant-garde fashion meets super sports car excellence

*Sant'Agata Bolognese/Paris, May 21 2025* - Launching on May 21, 2025, the Balenciaga | Automobili Lamborghini collaboration—first unveiled as part of the Fall 25 collection—celebrates a shared commitment to cutting-edge innovation, blending automotive aesthetics with the House's codes.

Founded by Spanish-born couturier Cristóbal Balenciaga in 1917 and established in Paris in 1937, Balenciaga revolutionized modern couture with innovations in form and technique. Since 2015, under the artistic direction of Demna, the house has continued to redefine luxury through boundary-pushing collections. Today, Balenciaga encompasses women's and men's ready-to-wear, accessories, and objets d'art, seamlessly blending its storied heritage with cutting-edge modernity.

The Balenciaga | Automobili Lamborghini series includes ready-to-wear, leather goods, jewelry, and accessories. Key styles include oversized bomber jackets and motorsports-inspired leather racing jackets, as well as T-shirts, hoodies, and trompe-l'œil layered shirts with artwork featuring the Lamborghini Temerario and will be available in select Balenciaga stores worldwide, as well as on [balenciaga.com](https://www.balenciaga.com) and [balenciaga.cn](https://www.balenciaga.cn).

The collaboration introduces new versions of the Rodeo, Hourglass, Explorer, and Carrie bags, adorned with the Automobili Lamborghini Shield emblem, alongside the Dashboard Clutch, and charms inspired by the Shield emblem and the Temerario's key fob.

The Balenciaga | Automobili Lamborghini campaign—lensed by photographer Stef Mitchell—features the Lamborghini Revuelto with models wearing looks from the Fall 25 collection styled with pieces from the series.

To celebrate the collaboration launch, a series of special activations will take place worldwide in Balenciaga stores, featuring customized super sports cars, artworks and Apple Vision Pro app virtual experience. Lamborghini Revuelto<sup>1</sup> super sports cars with Balenciaga graffiti decals will be displayed in front of Balenciaga flagships worldwide, including Avenue Montaigne in Paris, Taikoo Hui in Shanghai, Greene Street in New York, the Design District in Miami, Aoyama in Tokyo, Dubai Mall, and The Hyundai in Seoul—with each region showcasing a unique colorway.

A new edition of the Balenciaga Art in Stores project will feature an exclusive Balenciaga | Automobili Lamborghini edition of German artist Yngve Holen's "Platooning Facial Skeleton" series. The artworks recontextualize Automobili Lamborghini's car components, mounting them individually to highlight and reveal their anatomy. The sculptures will be exhibited at select Balenciaga flagships, including Avenue Montaigne in Paris, Via Montenapoleone in Milan, and New Bond Street in London.

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<sup>1</sup> Consumption and emission values of Revuelto: Combined fuel consumption: 11,86 l/100km; Combined power consumption: 10,1 kWh/100 Km; Combined CO2 emissions: 276 g/km; Combined CO2 efficiency class: G; Combined fuel consumption with discharged battery: 17,8 l/100km; Combined CO2 emissions and discharged battery efficiency classes: G; [WLTP].



An in-store activation of Automobili Lamborghini driving simulators by Vesaro — incorporating genuine Lamborghini components and designed in collaboration with Lamborghini Centro Stile — will be installed at Balenciaga flagships including Rue Saint-Honoré in Paris, Sloane Street in London, and Taikoo Hui in Shanghai.

In addition to in-store activations, an Apple Vision Pro app provided by Automobili Lamborghini will allow users to explore the new Lamborghini model, Temerario, in virtual reality. This experience offers Balenciaga clients an exclusive opportunity to connect more deeply with the Lamborghini world through immersive technology.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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