



Macron and Automobili Lamborghini present the new activewear collection

A high-performance collaboration redefining style in motion, blending technology, comfort and distinctive character

Sant'Agata Bolognese, Bologna, 15 May 2026 – Macron and Automobili Lamborghini present the new Activewear collection, the second chapter of a collaboration conceived to bring Lamborghini's unmistakable DNA into the world of running and fitness by combining performance, innovation and distinctive style. The collection represents the natural evolution of a robust partnership focused on excellence, further expanding the journey already begun with the Lamborghini Squadra Corse collection and the related Replica line.

Launched just over a year ago, the partnership between Macron and Automobili Lamborghini is built on shared values such as innovation, the pursuit of performance and meticulous attention to detail: two brands operating in different fields, yet united by the same ambition to constantly push boundaries and redefine standards in their respective industries. It's a bond deeply rooted in the territory they share: the heart of Emilia-Romagna, where Motor Valley and Sport Valley coexist, creating a unique ecosystem of Italian excellence that speaks to the world.

"This new collection stems from a strong bond with the territory we share, a unique environment where performance, innovation and passion take shape every day," said Christian Mastro, Marketing Director of Automobili Lamborghini. *"Together with Macron, we have translated the Lamborghini DNA into a line that best expresses our vision, a project that values authenticity, research and attention to detail, representing the finest Italian craftsmanship."*

The new Activewear collection is designed for the brand's community of enthusiasts and for all running and fitness lovers. Created to support every phase of athletic activity, it combines premium materials and advanced technical solutions with a bold, contemporary aesthetic. The range is fully developed for both men and women, featuring garments that express a refined balance between functionality, technology and design, in line with the approach that guides the development of Lamborghini cars and Macron collections.

The collection also stands out for its use of eco-sustainable fabrics, confirming both companies' concrete commitment to responsible innovation. All ECO fabrics used are made from 100% recycled polyester yarn derived from PET (polyethylene terephthalate) and are certified by the Global Recycled Standard, the leading international certification for sustainable textile products made from recycled materials.

"This collaboration stems from the coming together of two Italian brands that share the same focus on performance, design and quality," said Francesco Martinelli, Chief Business Officer, BU Technical Sponsorships. *"Together with Lamborghini, we worked on a collection capable of translating these values into a contemporary language, through garments that*



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combine material research, functionality and aesthetics. The final result is a project that expresses a shared vision of activewear, rooted in Italian style.”

All details regarding the new Macron x Automobili Lamborghini Activewear collection, the Lamborghini Squadra Corse collection and the Macron x Automobili Lamborghini Replica line are available at macron.com in a dedicated Lamborghini section, as well as on lamborghini.com and at the Lamborghini Store in Sant’Agata Bolognese.

Photos and video: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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