



Automobili Lamborghini and Xerjoff unveil new fragrance collaboration

Three exclusive fragrances celebrate the meeting between haute perfumery and the automotive world

Sant'Agata Bolognese, 4 June 2026 – The world of haute perfumery meets that of super sports cars in an exclusive collaboration between Xerjoff and Automobili Lamborghini, two Italian excellences united by a constant pursuit of innovation, attention to detail, and a shared vision of design as an expression of character and identity.

This partnership stems from a natural dialogue between two worlds that may appear distant, yet are deeply aligned: both brands transform technology, craftsmanship and emotion into experiences capable of engaging the senses. Just as a Lamborghini is not merely a car but an object of design and performance, so too do the fragrances in this collection translate power, creative tension and determination into an olfactory form.

The series comprises three fragrances – Avanguardia, Fierezza and Perseveranza – each inspired by values that define the DNA of both brands. The compositions are developed through a design approach reminiscent of the automotive industry: a balance between aesthetics and function; research into materials and ingredients; layering of sensations; and a strong visual identity.

“This collaboration with Xerjoff is rooted in the sharing of values deeply embedded in our DNA: excellence, research, and attention to detail,” states Christian Mastro, Marketing Director of Automobili Lamborghini. *“Unique projects such as this allow Automobili Lamborghini to extend its vision beyond the automotive sphere and reach fans through exclusive products and experiences. Together with Xerjoff we have created a project that interprets the iconic nature and pioneering spirit of Lamborghini in a new sensory dimension.”*

“When embarking on this collaboration, I knew we could create something truly special together. Xerjoff and Automobili Lamborghini belong to different worlds, yet both embody the essence of Made in Italy. We share the same values and the same ambition to achieve excellence, and this is precisely what we have accomplished with these fragrances,” comments Sergio Momo, Founder and Creative Director of Xerjoff.

The aesthetics of the collection faithfully reflect the union of the two worlds, even in its design. The iconic Xerjoff bottle is dressed in some of the most representative colors from Lamborghini's super sports cars and, for the first time, the renowned shield of the Sant'Agata Bolognese company appears on the front plaque, underscoring the unique character of the project. The packaging recalls distinctive elements of Lamborghini's design language, from the hexagonal motif to details that evoke the cockpit of a super sports car. Each box also contains an authentic fragment of leather sourced directly from the Automobili Lamborghini Selleria department, a component of the creative process transformed into a unique symbol of uncompromising quality.



Media information

In this dialogue between automotive and perfumery, the three fragrances become the expression of the sensory values shared by Xerjoff and Automobili Lamborghini, translating vision, research, and character into olfactory form. **Avanguardia** embodies pioneering spirit and the drive toward the future, evoking the energy of ignition and the moment when technology and intuition meet. **Fierezza** conveys identity and pride, expressing through its notes the expressive power of design and the balance between performance and style. **Perseveranza**, finally, reflects determination and the continuity of research, recalling a long-term vision built on precision, dedication, and attention to detail. Together, the three fragrances create a unified narrative in which Xerjoff’s olfactory expertise and Lamborghini’s DNA merge into a coherent, intense, and unmistakable sensory experience.

With this collaboration, Xerjoff and Automobili Lamborghini demonstrate how two worlds of excellence can meet and enrich one another, giving life to a project that goes beyond the product itself and becomes an expression of vision, style, and a passion for performance, interpreted through a new sensory dimension.

Photo and video: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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