

COMMERCE

Lamborghini collaborates with suitmaker to create custom apparel

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Bespoke suit by d'Avenza

By KAYSORIN

Italian automaker Lamborghini is expanding its offerings in a new collaboration with Italian suitmaker d'Avenza.

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Together the brands will offer consumers the ultimate customization experience, giving them the ability to design their own Lamborghini and a bespoke suit to match. Pairing up with a luxury apparel brand like d'Avenza to offer new products will allow Lamborghini to appeal to a wider range of consumers.

"Heritage Italian brands Lamborghini and d'Avenza share a past that has remained exclusive to a select clientele," said [Thomaï Serdari](#), Ph.D., founder of [PIQLuxury](#) and adjunct professor of luxury marketing at New York University, New York. "Recently however, both brands have made a definite turn towards a wider market where they can promote products that are destined for a particular type of clientele, most probably of foreign origins.

"They both seek marketing synergies and cross-promotional opportunities," she said. "D'Avenza prides itself in serving clients around the globe, which hints to both brands'

efforts to appear attractive in foreign markets."

Ms. Serdari is not affiliated with Lamborghini, but agreed to comment as an industry expert.

Lamborghini was unable to respond by press deadline.

Made to order

Lamborghini announced the collaboration at the Geneva International Motor Show 2015 in Switzerland. It will be part of the brand's Ad Personam program, which allows consumers to customize certain Lamborghini cars to suit their preferences.



Lamborghini is giving its consumers the ability to customize their cars

Customization is an excellent way to appeal to consumers, because it emphasizes the uniqueness of the product. It also helps justify the high price because consumers are getting something they would not be able to find anywhere else.

The new collaboration will take this concept and expand it to include bespoke Lamborghini suits that will be created by d'Avenza. Consumers will have the ability to customize a Lamborghini car and a suit to match it.



d'Avenza is known for its bespoke tailoring and quality materials

D'Avenza tailors are known for creating beautiful bespoke suits in the Roman style, using

the best materials and gifted craftsmen to make high quality products. The brand was founded in 1957 and since then has made clothing for some of the most well known celebrities and politicians in the world.

For this collaboration, consumers will have the option to choose between three ready-to-wear blazers with different styles, including one double-breasted and two single-breasted options. Tailors will then travel the world to customize the suit to the consumer's specifications and size.

This collaboration has the potential to attract a wide range of consumers and perhaps inspire some who have not previously been interested in Lamborghini. By offering a new product from a different industry, the brand will be able to connect with its consumers in a different way.



The two brands will appeal to a wide range of consumers

"Customization is a trend that has maintained strength in the last 10 years, especially as technology has evolved and allowed more sophisticated ways to customize," Ms. Serdari said. "It appeals to younger generations and certainly to millennials who have learned to demand whatever they want, however they want it.

"It seems that both brands are trying to appeal to young entrepreneurs who visit the Geneva Motor Show," she said. "Since the show is dedicated to the car industry, it is safe to assume that the winner of this collaboration is probably d'Avenza that has the opportunity to showcase its values to a captive audience."



Most consumers enjoy having the ability to customize purchases

Personal perfection

This new collaboration with d'Avenza is part of a larger customization program at Lamborghini.

In addition to the new suits, the brand has been expanding the program to include more car models. For example, the Italian automaker recently extended its Ad Personam program to the Huracán model at the Geneva Motor Show March 6-16.

Lamborghini's Ad Personam program allows consumers to personalize the majority of a Huracán's details, making the \$250,000 price tag seem less daunting. As the replacement for the brand's aging Gallardo model, the Huracán model will likely be snapped up by ardent Lamborghini collectors ([see story](#)).

The collaborative element of the new project helps it stand out from other Ad Personam efforts. Working with a different brand can help attract a wider range of consumers who are perhaps interested in other products.

Lamborghini is not the only luxury automobile company that has expanded to offer different products. French automaker Bugatti recently opened a dedicated boutique in London for its lifestyle collections in an effort to raise awareness for the growing extension.

The new store embodies the Bugatti motto of "art, forme, technique" and showcases the EB – Ettore Bugatti Collection and Bugatti – Performance Luxury collection, which were launched last year. The development of Bugatti's lifestyle components will likely gain interest among fans of the automaker as well as male fashion enthusiasts ([see story](#)).

The collaboration between Lamborghini and d'Avenza will also appeal to a wide range of consumers. The two brands complement each other in the perfect way.

"Lamborghini stands for performance, character and dynamism," Ms. Serdari said. "D'Avenza boasts years of expertise in bespoke tailoring using the finest materials, the highest of expertise and the constant power of Italian design.

"Rather than borrowing from each other, the two brands reinforce each other's messages."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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