

APPAREL AND ACCESSORIES

## Trussardi puts fashion spin on Fiat Panda

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*Trussardi has collaborated with Fiat on a branded car. Image credit: Fiat*

By STAFF REPORTS

Italian fashion house Trussardi is teaming up with Fiat to create a branded version of the automaker's Panda model for the "urban runway."

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The Panda Trussardi features details including logo seat belts and seat upholstery that reflect the label's aesthetic. This is the first luxury edition of the Panda, Fiat's popular SUV, enabling Trussardi to both extend its accessible luxury strategy and move into a new category.

"Trussardi has always communicated a lifestyle and important values that tell a story of inclusive versatility," said Tomaso Trussardi, chairman of Trussardi, in a statement. "This is why our Fiat Panda is wearing the Trussardi style and turning itself into a contemporary and functional car with great attention to detail."

### Sartorial SUV

The Panda Trussardi comes in a matte or metallic brown color, with additional grey, black and white paint options. The car has black alloy wheels with a Trussardi greyhound at the center of each tire.

Trussardi's greyhound logo appears on the back window, as well as in printed seat upholstery. Side moldings and seat belts feature the Trussardi name for further branded touches.

"Panda can boast 39 years of success and has been the most popular car in Italy for six years," said Olivier Franois, president of Fiat Brand Global, in a statement. "It has been the best-selling city car in Europe since 2003; 7.5 million units have been sold, of which 5 million of which are still on the road.

"It is also a record-breaker. It was the first four wheel drive city car, the first small car to fit an automatic transmission, the first urban SUV and the first car to climb Mount Everest," he said. "Today, we have the first 'luxury Panda', the Panda Trussardi."

To promote the Panda Trussardi, the automaker is rolling out a campaign that resembles fashion advertising.

The spot stars singer Ava Max, who featured the Panda Trussardi in the music video for her song "Torn." This clip has now been turned into a marketing campaign.

Fiat's campaign video opens on the spokesmodel walking a greyhound down into Piazza del Duomo in Milan.

A Panda Trussardi catches her eye, and she takes her shoe off and smashes the high heel into the window to break it and retrieve the seat belt. In a fashion move, she is shown to put it on as a literal belt.

Led by creative agency Independent Ideas, the spot was shot by music video director Joseph Kahn.

*Ava Max stars in the ad for the Panda Trussardi*

The spot will run across print, digital, out of home, television, radio and cinema placements.

Trussardi is not the first luxury label to align with Fiat.

French perfumer Guerlain also partnered with Italian car company Fiat on a line of limited-edition Fiat 500 models exclusively for the French market.

The line released in 2014 bore feminine touches and incorporated the icon from Guerlain's La Petite Robe Noire Eau de Parfum, which translates to little black dress. It is rare for an automaker to put out a line of female-focused cars, so this likely got the attention of fashion-conscious women looking for a vehicle that reflects their style ([see story](#)).

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