

AUTOMOTIVE

## France's Christian Dior partners with Italy's Piaggio for limited-edition Vespa scooter

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*The Christian Dior Vespa 946 scooter with accessories will be available for purchase in spring 2021. Image courtesy of Vespa*

By LUXURY DAILY NEWS SERVICE

Italian scooter maker Piaggio Group has partnered with LVMH-owned French designer Christian Dior to launch a cobranded Vespa scooter that has been called an "ode to joie de vivre."

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The Vespa 946 Christian Dior scooter blends styles from both brands, with the name a play on the year both companies were born: 1946.

Luxury brands typically partner across the aisle to embrace a new audience, such as Karl Lagerfeld's collaborations with Swedish fast-fashion giant H&M or Italian fashion brand Missoni's partnership with U.S. mass merchandiser Target for a limited run.

In this case, it is obvious Dior is making a pitch for a younger, more agile customer who wants to make a statement with the ride.

Along for the ride

The Vespa scooter's monohull architecture and graphic lines pay homage to both Vespa and Dior. The vehicle is based on the Vespa 946 model that was first introduced in 2012 with upgraded design and technology.

Maria Grazia Chiuri, creative director of the Dior women's collections, designed the new model.

Made in Italy, the **Vespa 946 Christian Dior** echoes the design of the saddle for the seats. It showcases a top case patterned with the Dior Oblique motif designed in 1967 by Marc Bohan that is fixed on the luggage rack.

A helmet with the same iconic motif is available with the scooter, which along with the top case will also be sold in Dior boutiques as well as Piaggio's Motoplex stores.

The limited-edition scooters will be available in spring 2021 in Dior boutiques worldwide and select Piaggio Motoplex stores. The price was not disclosed for either merchandise.

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