

HOME FURNISHINGS

Lamborghini, Zambaiti Parati unveil home design collaboration

March 22, 2021



Zambaiti Parati presents its second Lamborghini collection of wallpaper. Image courtesy of Zambaiti Parati

By LUXURY DAILY NEWS SERVICE

Italian sports car manufacturer Lamborghini and luxury wall coverings designer Zambaiti Parati have partnered to produce a new collection of wallpaper and decorative panels.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Based on their shared principles of modernity and strong design, the Italian brands aimed to reflect the tastes and trends found in both the furnishing and automotive industries for new materials, such as carbon fiber and metals with different finishes. With a collection of gray, shades of copper and tones of green, Zambaiti Parati drew on the aesthetic characteristics of the Sant' Agata Bolognese carmaker.

Travel from home

Zambaiti Parati began its relationship with Lamborghini in 2017, working closely with the car manufacturer's Centre Stile (design center). Their first wallpaper collection was presented in January 2019.

Both collections draw on details from Lamborghini models such as the carbon fiber materials and some specific car parts. Lamborghini's Centro Stile scanned vehicle pieces from and translated their lines into graphic effects on the wallpapers.

With all of its collections, Zambaiti Parati's three-dimensional and tactile effects are distinctive of the thickness of its wallpaper products.

The wallpapers are offered in rolls of seven square meters on a non-woven support that allows direct gluing and quick replacement.

The materials are fireproof, thus suitable for dining and hospitality applications. Digitally-printed decorative panels are also included in the 2021 collection, featuring decorative motifs on a larger scale drawn from Lamborghini design and enhancing the range's aesthetic dynamism.

Both brands embrace the Made in Italy vision, standing for technological innovation and Italian creativity worldwide. Internationally-oriented collections combine modern tastes with classic heritage, appealing to an established clientele as well as younger consumers.

The new 2021 collection was created to appeal to markets throughout Europe, America and Asia with a product equally suitable for residential and commercial applications.

According to a January financial report, Lamborghini had a record-breaking 2020, despite the closure of its production line for more than two months due to the pandemic.

Since the spring lockdown was lifted, Lamborghini introduced six new models including the Huracn EVO RWD coup and Spyder. Lamborghini delivered more than 7,400 vehicles in 2020 and reports more than half of its 2021 schedule is now full ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.