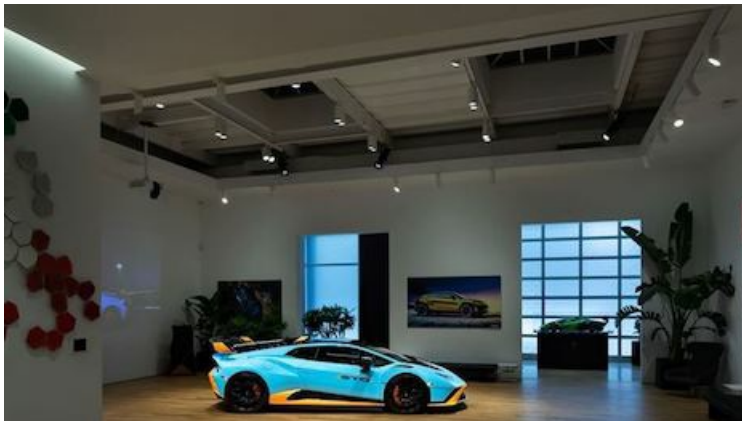


AUTOMOTIVE

Lamborghini opens new exclusive lounge in New York City

May 10, 2021



The Lamborghini Lounge NYC is an exclusive brand-laden experience, also serving as the New York debut of the Huracán STO vehicle. Image courtesy of Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is opening a new private VIP lounge in New York City, an invite-only venue intended to mirror the automaker's facilities in Sant'Agata Bolognese, Italy.

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

The debut of the customization studio offers a glimpse into the world and ethos of Lamborghini and serves as the New York debut of the Huracán STO vehicle. The Lamborghini Lounge is offering guests access to never-before-seen vehicles, Italian culinary experiences and customized exhibitions.

"We are opening the doors to a private space our customers and friends can call their own with exclusive access," said Stephan Winkelmann, president and CEO of Lamborghini, in a statement. "Following the success of our Lamborghini Lounge venues across the globe, this new flagship in Manhattan will create a vibrant and personal connection to share the Lamborghini lifestyle; a true reflection of our fine Italian heritage."

Lamborghini Lounge NYC

The lounge has been designed to reflect the Lamborghini brand as well as its deep Italian history. The 5,400-square-foot two-story gallery-style venue features an array of private spaces for guests to enjoy, complete with concierge service.

Consumers are also able to utilize the Ad Personam design studio to customize and configure their own Lamborghini vehicles with disparate color palettes and material options. The opening of the lounge also serves as the New York debut of the Huracán Super Trofeo Omologata (STO).



The Ad Personam design studio invites guests to take their Lamborghini customizations to the next level. Image courtesy of Lamborghini

Guests can also host private gatherings with an Italian chef at their disposal, with a full-service kitchen with exclusive design and finishes by Italian luxury kitchen manufacturer La Dolce Vita.

"This unique space will serve as Lamborghini's outpost in one of the world's greatest cities," said Federico Foschini, chief marketing and sales officer of Automobili Lamborghini, in a statement. "The Ad Personam studio provides an extension and personal touchpoint, which could previously only be found at our home in Sant'Agata, and we look forward to offering this and access to never-before-seen limited-edition models to VIP visitors of the Lounge NYC."

The Lamborghini Lounge returned to France's Porto Vecchio for the second year in a row last summer.

To celebrate the new season, Lamborghini hosted a socially distant dinner and a live presentation of the Huracn EVO RWD Spyder. The event included more than 120 guests and a meal prepared by Michelin three-starred chef Mauro Colagreco ([see story](#)).

© 2021 Napean LLC. All rights reserved.

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