

AUTOMOTIVE

Ferrari partners with Sir Jony Ive, Marc Newson

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Ferrari has tapped the industrial and product designers for a long-term creative partnership. Image credit: Ferrari

By LUXURY DAILY NEWS SERVICE

Italian automaker Ferrari and its parent company Exor have announced a long-term, multi-year collaboration with renowned designers Sir Jony Ive and Marc Newson of the creative collective LoveFrom.

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Projects that come from the new partnership will combine Ferrari's passion for performance with LoveFrom's experience and creativity. Beyond the collaboration with Ferrari, LoveFrom plans to explore a range of creative projects with Exor across the luxury industry.

"In building great companies, we also believe in building great partnerships," said John Elkann, CEO of Exor and chairman of Exor and **Ferrari**, in a statement.

"Soon after LoveFrom was founded, we began to talk with Jony and Marc about opportunities to combine their world-renowned creativity with ours, in complementary and incremental ways," he said. "Ferrari represents a first, exciting chance to do great things together as we build our future.

"I'm also delighted that Jony is joining our partners council where we look forward to benefiting from his uniquely valuable perspectives."

Creative heights

Formerly the chief design officer at tech giant Apple, Sir Jony played an integral role in the product design of the iMac, iPod, iPhone and MacBook.



Ferrari was ranked third most reputable global company by RepTrak. Image credit: Ferrari

Although it has not been disclosed what projects will come from the newly announced partnership, Sir Jony will join Exor's partners council.

"We have been friends with John for many years and are great admirers of his insight and vision," Sir Jony and Mr. Newson said in a joint statement. "We are thrilled to be embarking on such an important, long term collaboration with Ferrari and more broadly Exor.

"As Ferrari owners and collectors, we could not be more excited about collaborating with this extraordinary company and in particular with the design team expertly led by Flavio Manzoni," they said. "We see some uniquely exciting opportunities working together which we believe will yield important and valuable work."

Sir Jony has been celebrated by other luxury automakers as an innovator and creative pioneer.

In 2020, German automaker BMW shared a behind-the-scenes look at its iNext electric SUV with the release of a humorous six-part documentary series, in which one episode is dedicated entirely to Sir Jony and late fashion designer Karl Lagerfeld.

In the video, the film crew compares the importance of BMW's design team to Sir Jony and Mr. Lagerfeld. Legendary musical composer Hans Zimmer, who was also hired to help develop the sound of the iNext, appears in a cameo ([see story](#)).

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