

AUTOMOTIVE

Mercedes-Benz unveils final collaboration with Virgil Abloh

December 1, 2021



Project Maybach was a joint collaboration between Virgil Abloh and Gorden Wagener. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is paying tribute to Virgil Abloh with the unveiling its final collaboration with the late designer.

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Respecting the wishes of Mr. Abloh's family, Mercedes-Benz revealed Project Maybach, an electric concept car, at Miami's Rubell Museum on Dec. 1. The Mercedes-Maybach was the second joint project between Mr. Abloh, men's artistic director at Louis Vuitton, and Gorden Wagener, chief design officer at Mercedes.

"Mercedes-Benz is devastated to hear of the passing of Virgil Abloh," **Mercedes-Benz AG** said in a statement.

"Our sincere thoughts are with Virgil's family and teams," the automaker said. "Now opening the world of our collaboration, and Virgil's unique vision, to the public, we want to respectfully celebrate the work of a truly unique design talent, who created endless possibilities for collaboration through his unbridled imagination and inspired all that knew his work."

Project Maybach

The show car is on display to the public on Dec. 1 and Dec. 2, coinciding with several art events in Miami. In a nod to Mr. Abloh's work towards inclusivity, the first hour was open exclusively to local design students in place of a press event.

Project Maybach featured elements built completely from scratch, allowing Mr. Abloh and Mr. Wagener to push function and style boundaries.



The electric show car is on display in Miami in a tribute to Virgil Abloh. Image credit: Mercedes-Benz

The design applies large GT proportions to a two-seater, battery-electric off-road coupe bringing an outdoor spirit to a cosmopolitan marque.

Nearly 20 feet in length, the car's standout characteristics include solar cells under the front hood's transparent surface, large off-road wheels and unique attachments.

The Project Maybach reveal comes the day after Louis Vuitton hosted a runway presentation of Mr. Abloh's spring/summer 2022 collection.

Also held in Miami, the event took place two days after the designer's unexpected death at 41 ([see story](#)). Guests included many of Mr. Abloh's famous friends and collaborators, including Kanye West, Kim Kardashian West, Rihanna, Pharrell Williams, Venus Williams and Maluma, among others.

Mr. Abloh previously worked with Mercedes-Benz and Mr. Wagener on Project Gelndewagen, a reinterpretation of the G-Class revealed last fall. The project was described as a "new vision of luxury, defined by the sharing of ideas and disciplines" ([see story](#)).

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Mercedes was among the brands honoring Virgil Abloh after his death

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