

AUTOMOTIVE

## Mercedes-Maybach launches limited-edition Virgil Abloh S-Class

April 5, 2022



The new S-Class Maybach designed by Virgil Abloh. Image credit: Mercedes

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Maybach has unveiled the final chapter of Project Maybach the marque's creative collaboration with the late designer and artist Virgil Abloh.

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

Designed in partnership with MercedesBenz Group AG chief design officer Gorden Wagener in 2021, the vehicle was finalized before Mr. Abloh's untimely passing in November ([see story](#)) and is limited to 150 units. The launch also coincides with the release of a capsule collection designed by Mr. Abloh and in collaboration with his label OffWhite.

"From Project Gelndewagen, which set the benchmark for fashion and automotive collaborations with our iconic GClass, to Project Maybach which brought the distinguished MercedesMaybach heritage into the future, together with Virgil we truly broke new ground," said Gorden Wagener, chief design officer at Mercedes-Benz Group AG, in a statement.

"The limited-edition Maybach by Virgil Abloh exemplifies the symbiosis between innovative design and ultimate craftsmanship now available on the road."

### Virgil's legacy

The limited-edition Maybach by Virgil Abloh, a fully equipped MercedesMaybach SClass S680 continues Mercedes' long-standing relationship with the designer.

Created by MercedesBenz's specialized customization and craftsmanship team in Sindelfingen, the vehicle exterior features the unique two-tone color combination created for Project Maybach. The upper part of the vehicle is lacquered in a glossy obsidian black, while the lower part, side flanks and special forged rims are painted in a sand color.



*This is the last creative launch between Mercedes and Mr. Abloh. Image credit: Mercedes*

The four-seat configuration, steering wheel, doors, lower dashboard and ceiling are lined in black and sand-colored Nappa leather with sand-colored decor trims and strips. The floor mats are black with a sand-colored leather border and embroidered MercedesMaybach logo.

The window frames are painted, and a special Mercedes-Maybach and Virgil Abloh logo is inscribed on the piano black middle of the center console, rear cushions, head restraints and door sill panel.

Customers will be given a custom-made wooden box covered in sand-colored Nappa leather with the MercedesMaybach and Virgil Abloh logo. The gift box contains a miniature replica of the limited-edition car, two-car keys and a carabiner hook.

The corresponding capsule collection designed by Mr. Abloh together with OffWhite is comprised of sand-colored vintage-washed cotton T-shirts and cotton fleece crewnecks and hoodies, as well as canvas baseball caps and racing gloves.

The limited-edition SClass is Mr. Abloh's third project with MercedesBenz and the second with MercedesMaybach.

In December 2021, MercedesBenz opened the doors of the Rubell Museum in Miami during Miami Art Week to showcase Project Maybach ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

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