

AUTOMOTIVE

## Lamborghini, Rhude continue collaboration with auto-inspired streetwear release

February 13, 2023



*The runway show took place in a converted gas station in the designer's native Los Angeles. Image credit: Rhude*

By LUXURY DAILY NEWS SERVICE

Italian automaker **Lamborghini** has once again teamed up with a West Coast-based design venture for another hot take on upscale streetwear.

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Following an initial Lamborghini x Rhude capsule collection debut in December, the automaker is partnering with founder and creative director of **Rhude** Rhuigi Villaseor for "Rhude Awakening: Fuel My Fire." Taking inspiration from a youth spent hanging out across Los Angeles at gas stations, parking lots and the like, the new line joins a recent arch of trending capsules from luxury automakers.

Driving forward

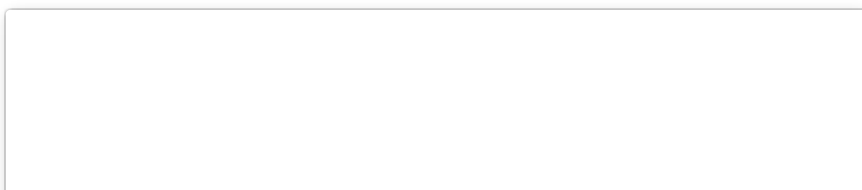
Making its runway debut in his hometown on Feb. 3, the fall/winter 2023 menswear runway collection featured several special appearances.

To present the collection, an old gas station in Hollywood was converted into a runway space. Models walked around idle fuel pumps and past a Lamborghini Huracn Sterrato, which sat parked to the side throughout the show.

The Sterrato is the company's first off-road-enabled sports car, having made a public debut at Art Basel Miami in December 2022, as did a first-time Lamborghini x Rhude collaborative capsule, created in the car's honor.

Several celebrities attended the "Fuel My Fire" show, including model Delilah Belle Hamlin, singer-songwriters Moxie Raia and Mariah the Scientist, and photographer Sam Dameshek.

The collection will be available beginning in autumn 2023 at Rhude retail centers and other selected stores, as well as at the Lamborghini online shop at [lamborghini.com](https://www.lamborghini.com)



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A post shared by Lamborghini (@lamborghini)

Mr. Villaseor worked on the collection while fulfilling his role as creative director at Swiss apparel and accessories label Bally, a position he assumed in Jan. 2022 ([see story](#)).

The Sterrato's last major appearance was as the head of a fleet of popular Lamborghini models that made a circular journey through Scandinavia, taking in some of the region's most popular monuments along the way ([see story](#)).

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