

AUTOMOTIVE

## Lamborghini, Tod's honor Italian craft with luxury apparel line

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President and CEO of Tod's Group Diego della Valle with CEO and chairman of Lamborghini Stephan Winkelmann. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker **Lamborghini** and Italian fashion label Tod's are reveling in the renowned craftsmanship and tradition of their shared country of origin with a new collaboration.

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The two will release a collection of apparel and accessories, leather goods and footwear. While honoring the past, the collection will also focus on innovation and technology.

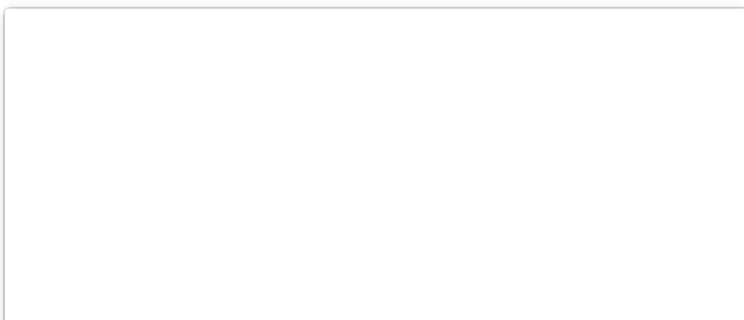
"Lamborghini represents the highest expression of design and technical integrity in the automotive industry," said Diego della Valle, president and CEO of **Tod's Group**, in a statement.

"The attention to detail, the constant research and innovation are key values for both brands, and truly represent Italian style."

Brand Italia

A short video promoting the collection opens with Mr. della Valle shaking hands and chatting with Stephan Winkelmann, CEO and chairman of Lamborghini, while standing next to a lime green Lamborghini model.

Later, a miniature of the same car sits on a work desk strewn with blueprints, swatches and other materials which the two men look over. They examine some of the footwear prototypes, which include sneakers and loafers with soles in various shades.



[View this post on Instagram](#)

A post shared by Tod's (@tods)

A release date for the collection has yet to be disclosed, though the announcement received a number of positive responses on social media.

This is not Lamborghini's first venture into the world of fashion. Earlier this month, the automaker released a capsule collection with Rhude, a design-based venture based on the west coast of the U.S. founded by Rhuigi Villaseor.

"Rhude Awakening: Fuel My Fire" fall/winter 2023 menswear collection made its runway debut on Feb. 3 in Los Angeles. The brand's initial collaboration debuted in Dec. 2022 at Art Basel Miami, in celebration of Lamborghini's Huracn Sterrato ([see story](#)).

Tod's national pride has inspired previous collections, including the "Under the Italian Sun" spring/summer 2022 collection. The campaign for this release showed models roaming Italy's neighborhoods, coastline and countryside, on food bicycles and Vespas ([see story](#)).

The Lamborghini x Tod's collaboration, a result of the brands' shared vision and approach, will mark another homage to the country.

"Tod's was founded at the beginning of last century by a passionate and visionary artisan," said Mr. Winkelmann in a statement.

"About 50 years after, Ferruccio Lamborghini made his dream come true and founded a company moved by the same passion and vision, with a relentless commitment to research and innovation," he said. "We are proud of this collaboration that sports an undisputed Italian touch."

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