

AUTOMOTIVE

## Lamborghini, vintner Champagne Carbon pair for lifestyle partnership

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*CEO of Champagne Carbon Alexandre Mea and CEO of Lamborghini Stephan Winkelmann met at Lamborghini's factory in Sant'Agata to introduce their new partnership. Image credit: Lamborghini*

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini's lifestyle division is being infused with a new spirit.

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The brand has joined in partnership with vintner Champagne Carbon, known for bottling its hand-processed wine in bottles crafted from carbon via an involved 37-step process. The company will support Lamborghini in various lifestyle and motorsports events.

"Lamborghini is a brand that evokes traditional craftsmanship and future tech in everything it does," said Stephan Winkelmann, chairman and CEO of **Auotmobili Lamborghini**, in a statement.

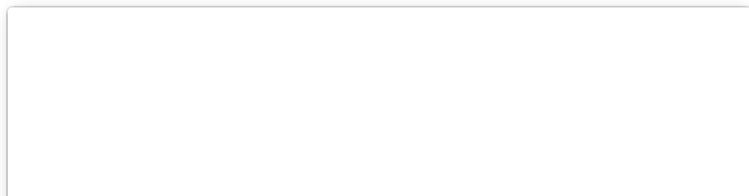
"Carbon Champagne conjures similar celebrations of an authentic, exclusive and aspirational lifestyle and our partnership is a vivid reflection of both brands' approach to using traditional skills alongside cutting edge ideas and technologies."

**Carbon positive**

In addition to a shared devotion to melding tradition and innovation, the brands are united in their use of carbon fiber to optimize their offerings.

Champagne Carbon uses the material in its bottles which come in a variety of colors to preserve the contents therein from the intrusion of light.

Lamborghini, like many supercar manufacturers, uses carbon fiber to keep the vehicle lighter and therefore faster, while still able to withstand stress.



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A post shared by Champagne Carbon OFFICIAL (@champagne..

In 2021, Lamborghini partnered with yacht brand Tecnomar to create Tecnomar for Lamborghini 63, a motor yacht based on the color and design of Lamborghini's super sports car the Sin FKP 37.

Thanks to the use of carbon fiber, the yacht is qualified as ultralight, meaning it weighs under 24 tons. This light weight, and the boat's two MAN V12 2000HP engines, meant the boat was the fastest motor yacht in Tecnomar's fleet ([see story](#)).

The material was also featured in the decorative wall coverings and wallpaper that the Italian designer produced in 2021 as part of an ongoing design collaboration with Lamborghini.

In an effort to reflect the shared trends between the automotive industries and the world of furnishings, the collection implemented carbon fiber and metals, while the colors gray, copper and green reflected the aesthetics of Lamborghini specifically ([see story](#)).

Champagne Carbon CEO Alexandre Mea cites the material as one of many factors which contribute to the experience that the brand aims to provide for its consumers. Such a pursuit, he says, is one shared by Lamborghini.

"We strive for excellence in all that we do: in production of our Champagne, through the unique Carbon presentation, and the experience that results from every taste," Mr. Mea said in a statement.

"Beyond the mastering of our fields of competence, our principles reflect those of Automobili Lamborghini: our Champagne house represents more than an inspirational product, it is a way of life and a philosophy," he said.