



NEWS

NEW LAMBORGHINI UPCYCLED LEATHER COLLECTION WITH CARTIERA



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Lamborghini announces a collaboration with Cartiera, an ethical fashion enterprise based in the Bologna area that produces high-quality Made in Italy leather and fabric accessories.

In Cartiera's capable hands, leftover materials from the manufacturing of Lamborghini car interiors find a new purpose as luxury accessories that enhance the customer experience. The collection comprises a tote bag, a cellphone case, a keychain, and a paper holder—all enriched with the detail of the iconic Automobili Lamborghini shield.





Automobili Lamborghini had already launched two circular economy projects in 2020, thanks to which a second life was given to 56% of production waste. The collaboration with Cartiera is one of many projects that Lamborghini has in store to support the circular economy and the sustainability and ethics it represents.

The collection is available at the Lamborghini flagship store in Sant'Agata Bolognese, soon online at the Lamborghini Store and at Lamborghini car dealerships worldwide.



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