



## Pininfarina and The Bridge announce a new partnership

*The two Italian brands join forces to create a new exclusive leather collection*

Turin, 26 March 2014 – **Pininfarina** and **The Bridge** announce in Seoul, on the occasion of the **Seoul Living Design Fair**, to have signed a partnership to give life to a new collection of **exclusive leather goods**.

The relationship was naturally born as both companies share important values. Pininfarina and The Bridge are Italian brands with a long history and a rich heritage but always striving for innovation. They are in a continuous quest for excellence, based on research and high skilled craftsmanship. Combining this common vision with the know-how and the expertise in their respective sectors they aim to create a **unique collection of leather goods** expressing **Italian character** and long **lasting design**.

*“We have found in The Bridge a partner who shares with us the passion for elegance and high-quality”* affirms the Chairman **Paolo Pininfarina**. *“We are working together to create a collection able to accompany the modern man in all the moments of his life, while working, travelling and at leisure”*.

*“We both have shared common values of beauty, design and the innovative approach that has made our country, Italy, a love-mark all over the world”*, declares **Lorenzo Ferri**, Sales Manager The Bridge.

The first results of the collaboration between Pininfarina and The Bridge - a **leather weekender** and **tailor-made bike bags** - are on display at “Cortile Italia”, the Italian booth at the Seoul Living Design Fair from March 26 to 30.

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