



Barakà and Pininfarina: the encounter between two Italian eminencies

*Barakà unveils the new collection of key chains
designed by Pininfarina at VICENZAORO Fall 2014*

Torino, September 7, 2014 – **Barakà**, historic brand of luxury jewelry for men, presents at **VICENZAORO Fall** (6-10 September 2014) the new exclusive **collection of key chains** designed by **Pininfarina**.

The collection consists of five key chains inspired by **the history of Italian automobile design** and joins values the two companies share, such as elegance and a passion for Made in Italy innovation and artisanship.

The key chains revive the lines, colors and materials of prestigious car models designed by Pininfarina from the 1940s to today. The ever-present **cardanic movement**, signature of the Barakà brand, is the connecting link between the key ring and the key chain.

Alberto Muraro, brand manager of Barakà, comments on this collaboration: “*We are proud to work with a company that shares our belief in design and the art of Italian expertise. We immediately clicked with Pininfarina, given our same ideals. I am thrilled that these five jewels with Italian DNA are premiering in the cradle of Italian jewelry, the VICENZAORO fair, which has given us its support in order to unveil the collection in an international showcase.*”

Paolo Pininfarina, President of the Pininfarina Group remarks: “We are pleased to be able to collaborate with a partner like Barakà, who lets us express our style and bring innovation to the world of jewelry. The Barakà by Pininfarina collection of key chains will not only delight car lovers, but also those who love utmost beauty.”

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Pininfarina Extra

Pininfarina Extra, is part of the world-famous design house Pininfarina, whose history traces back to 1930 when the company was established by Battista Pinin-Farina, who became the most acclaimed car designer of his time. For example the Cisitalia 202 by Pininfarina (1947), was the first and only car to enter into a permanent display at the MoMA of New York. Up to today, more than 100 Ferrari cars that have gone into production have been designed by Pininfarina.

In **1986**, the third generation of the Pininfarina family created Pininfarina Extra srl to extend the design capabilities of the company, outside of the automotive sector. Over the past 25 years, Pininfarina Extra has developed more than 500 projects under the direction of its President and Chief Executive Officer, Paolo Pininfarina (now Chairman of the Pininfarina Group), and has established its own direction and a clear identity.

Today the company has ventured into a variety of commodity sectors where products bearing the Pininfarina name have won acclaim in the world's leading markets. The company attempts to blend the most advanced features of scientific, technological and engineering research with attractiveness that should accompany the things we use every day. Pininfarina Extra is a reliable and competent partner to firms wishing to use design as a strategic asset for their product development process and a tool of communication to improve their position in the market.

The main activities of the company include **Industrial design** (electronics, sporting goods, furniture, equipment and machinery, consumer products, graphic design and packaging), **Architecture and interiors** (residential, hospitality, sport and commercial structures), and **Transportation design** (Yachts, airplanes, private jets, people movers).

Our partners include Acer, Alenia Aeronautica, Ares Line, Bovet, Bric's, Calligaris, Chivas, Coca-Cola, Costa Coffee, Gorenje, Jacuzzi, Juventus, Lavazza, Desarrollo Mor, Leitner, Petronas, Philip Morris, Primatist, Schaefer, Snaidero, The Related Group, Uffix, Unilever, and other international leaders.

Barakà

Barakà, the historic brand of jewelry born in the 1960s, is today an established brand of **luxury jewelry for men with a high technical and engineering content**. Each collection finds inspiration in architectural elements, joints and movements that are skillfully combined with precious materials, thanks to the avant-garde production and artisanship of master goldsmiths who make each piece by hand with extraordinary care.

Since 2010 Barakà has been the feather in the cap of **Muraro Lorenzo Spa**, historic Italian company born in 1975 from the intuition and enthusiasm of Lorenzo and Ivana Muraro, who still lead the company today, alongside their children Marta and Alberto.

Muraro Lorenzo Spa, the pride of Made in Italy, presents its men's and women's collections on the market starting from the beginning: designers transfer their ideas to paper, engineers transform immaterial to material, creating the first prototype and master goldsmiths complete the work by reproducing these jewels.

Numbers are important: in Olmo di Creazzo, just outside Vicenza, 120 collaborators work each day with different know-how and established experience. The history of the group is marked by many achievements, such as the birth of Comete jewels in 1996 and Ambrosia in 2006.

The addition of Barakà has enabled Muraro Lorenzo Spa to confirm its important presence in the market, opening it up to a male audience that seeks jewelry with distinctive luxury and recognizable design.

FOR FURTHER INFORMATION:

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