

The Bridge by Pininfarina

A collection of accessories for travel and free time:
when artisanship joins with technology

The splendour of the world has been enriched by a new beauty; the beauty of speed. A racing automobile with its bonnet adorned with great tubes like serpents with explosive breath... a roaring motor car which seems to run on machine-gun fire, is more beautiful than the Victory of Samothrace.

*Filippo Tommaso Marinetti
The Futurist Manifesto 1909*

Travel as a dimension of the soul and way of life.

Movement and speed are synonyms for a world view, for welcoming the different, for openness and dialogue, and **technology**, a way of accentuating functionality and **practicality**.

Accessories and travel bags of the highest artisanal craftsmanship and know-how, yet at the same time **highly technological and suited for an urban traveller or a modern globetrotter**.

The Bridge and Pininfarina's history is a long one, made up of tradition, attention to detail, continuous research and constant innovation, all under the banner of **perfection and beauty**.

The **design, extremely refined and with attention to the smallest of details**, which is able to unite the search for **classic materials like leather and fabric**, strong, reliable and resistant, with the **beauty of the timeless, dynamic, contemporary design**. The details are incredibly refined and polished: each single element is studied and chosen with utmost attention and care.

The partnership between the two brands has produced **two different travel lines: travelling bags, briefcases, messenger bags as well as trolley bags and smaller leatherware** meet the modern man's needs - in other words, they accompany him throughout the various moments of the day, intense and frenetic, from work to free time.

The LEGACY line in skins and leather recalls the DNA of the Tuscan brand tied to the classic world of saddlery, of artisanal Tuscan manufacturing of buckles, pockets, and visible stitching, but with a contemporary and super chic touch thanks to the design by Pininfarina.

The TECH line, in fabric and skins, was inspired by the world of technology and research, and by the very essence of the Pininfarina's philosophy. The lines are clean and essential, and the choice of darker hues deliberately invoke a decidedly **more urban and fashionable look**. The products are enriched by **super hi-tech details like strap hooks and unique closures which allow the bags to be taken along in motorbike or bicycle in a safer and more reliable way**.

T H E B R I D G E

FIRENZE 1969

pininfarina

*“Elegance and functionality, tradition and innovation are the ingredients which have given life to a collection of unique character,” affirms **the Chairman Paolo Pininfarina**. “Objects whose beauty increases and accumulates with the passing of time.”*

*“The coming together with an iconic brand of design and luxury and the birth of this project has reaffirmed the value which “made in Italy” stands for throughout the world, and reinforced our love for the work we do and the pride we take in belonging to a country which has the search for excellences and beauty in its DNA,” declares **Lorenzo Ferri, commercial and marketing director for The Bridge**.*

The new collection will be presented in Milan in June, and sold in The Bridge sales points starting in Fall 2014/2015.

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