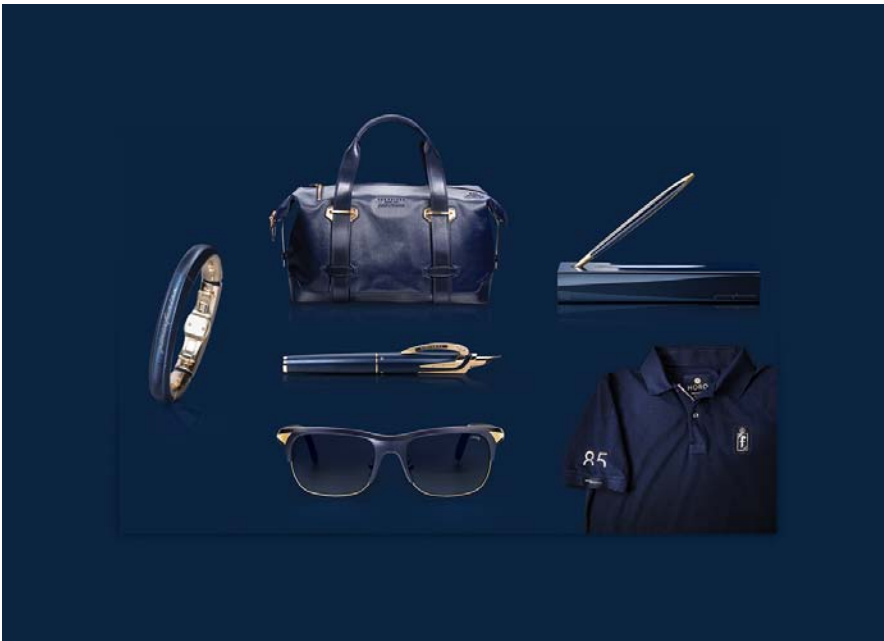


'Icon85, Emozioni in limited edition', the first lifestyle Collection signed by Pininfarina

6 exclusive products realized in limited edition of 85 pieces each

6 partners, leaders of the Made in Italy in the world, to give expression to the Pininfarina DNA

Terrazza Martini by Pininfarina in Expo framing the presentation of the Collection



Milan, June 30 2015 – On the occasion of the **85th anniversary**, the presentation of **Icon85, Emozioni in limited edition**, the first lifestyle Collection signed by Pininfarina. Presented today in Terrazza Martini by Pininfarina in Expo.

Icon85 is expression of the **Pininfarina DNA**, matured in **85 years of history**. A heritage made of contrasting genes: art and industry, tradition and innovation, elegance and sportiness.

Pininfarina is the emblem of the **Italian Style**, a combination of aesthetic excellence and high

performances. Icon85 was born from **passion**. The passion for elegance, for craftsmanship, for the care for details. The passion for innovation and the search of solutions able to unveil new worlds.

Icon85 was realized thanks to the union with companies champions of the **Made in Italy** bringing the **Italian Style in the world**. The Collection is in fact the result of the collaboration between Pininfarina and 6 Italian companies, leaders in their sectors: **Barakà, De Rigo, Horo, NAPKIN, The Bridge** and **Visconti**.

The union of these excellences generated **6 exclusive products**, realized in **limited edition of 85 products**. A **bracelet** characterized by dynamic lines, a pair of **sunglasses** with a sporty character, a precious **polo**, a revolutionary **writing tool**, a hand-made **travel bag**, an elegant and innovative **fountain pen**. A family of products conceived for those who love the Italian elegance and want to affirm their own style, for those who are searching for the **emotion** in the products.

"Creating timeless beauty has always been our dream. A pure beauty, able to mature and to be appreciated today and tomorrow, a beauty dressing the objects turning them into Icons" affirms **Paolo Pininfarina** Chairman of the Group. *"On the occasion of our 85th anniversary we have decided to give life, together with our best Italian partners, to the first Collection of lifestyle products signed by Pininfarina. A Collection born in limited edition, imagined for passionate of timeless design, conceived to tell our story and the future, the brand and our natural passion to create Icons."*

pininfarina
ICON 85



VISCONTI, Carbonegrafite fountain pen

The pure Elegance and the use of innovative materials are the stylistic code of this fountain pen. The purity of style enhances the technical innovations invented by Visconti starting from the use of unidirectional graphite employed in this extraordinary writing tool. The blue colour of the carbon and the gold plated inserts make the product unique.

Imagined for those who believe that beauty is fundamental to write great stories.



BARAKÀ, Bracelet

The Movement is the driving force giving life to the bracelet, characterized by a unique and continuous line that, under the action of the movement, shapes and transforms the surfaces making them sophisticated and complex.

In the bracelet, the Pininfarina soul takes shape in the material skillfully modelled by Barakà master goldsmiths expressing completely its essence. The bracelet is in silver, in the colours gold and matte blue.

Born for those who love the state of continuous motion, the jewel allows the wearer to travel with imagination and to think about the future.



LOZZA, Sunglasses

The Lightness and the *Sportiness* are the elements that have forged the character of the object.

The elegant and pure lines take consistence in innovative materials as aluminium and in the care for details granted by De Rigo, making the sunglasses aesthetically sophisticated and comfortable. Frame in aluminium in blue and gold plated details.

Designed for those who love the elegance combined with sportiness, for those who are willing to affirm a strong style with a personal character.

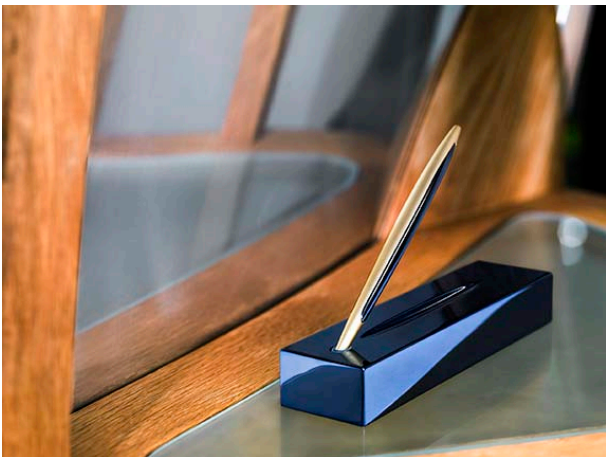


HORO, Polo

The Pininfarina polo was born under the sign of *Exclusivity*.

A 23 karats gold print, realized thanks to an innovative technology patented by Horo, allowing to print gold on fabric, turns the Pininfarina brand into a real jewel applied to the fabric.

Imagined for those who are searching a unique and precious piece.



NAPKIN, Forever Pininfarina Cambiano

The *Innovation* is the power generating this products.

Revolutionary writing tool allowing writing limitless thanks to a metal alloy invented and patented by NAPKIN. Combination of new technologies and pure and elegant design, it is the perfect expression of the Pininfarina DNA.

Realized in aluminium in the colours blue and gold that make the pen and the box shining and precious, characterized by a sculptural aspect. Created for those who love the future and are always searching for new worlds.



THE BRIDGE, Travel bag

A skillful *Craftsmanship* combined to innovative details makes the bag unique and suitable for travel and leisure.

Result of the The Bridge Tuscan leather manufacturing, it is characterized by a refined design, 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. Conceived for the modern globetrotter suitable for his faraway travels and in the everyday urban movement.

Icon85 will be available in the most exclusive stores and on store.pininfarina.com

The event

ICON 85

The launch of **Icon85** takes place today in **Terrazza MARTINI@Padiglione Italia – Milano Expo 2015**, an extraordinary space dressed by Pininfarina to communicate in Expo 2015 the **Italian lifestyle**, its atmospheres and its rituals, such as the Italian Aperitivo. To celebrate the Pininfarina 85th anniversary, **MARTINI** decided to realize a dedicated cocktail, the **Pininfarina MARTINI**, combining classic tastes and modern elements, that synthesize the fundamental Pininfarina features, shared by Martini.

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