



pininfarina

PRESS RELEASE

FOREVER PININFARINA FOLIO

The wood enters in the first Leather & Wood Collection signed by NAPKIN and Pininfarina. A line of accessories born under the sign of innovation: in terms of materials, mode of use and design.

CHANGE THE MODE

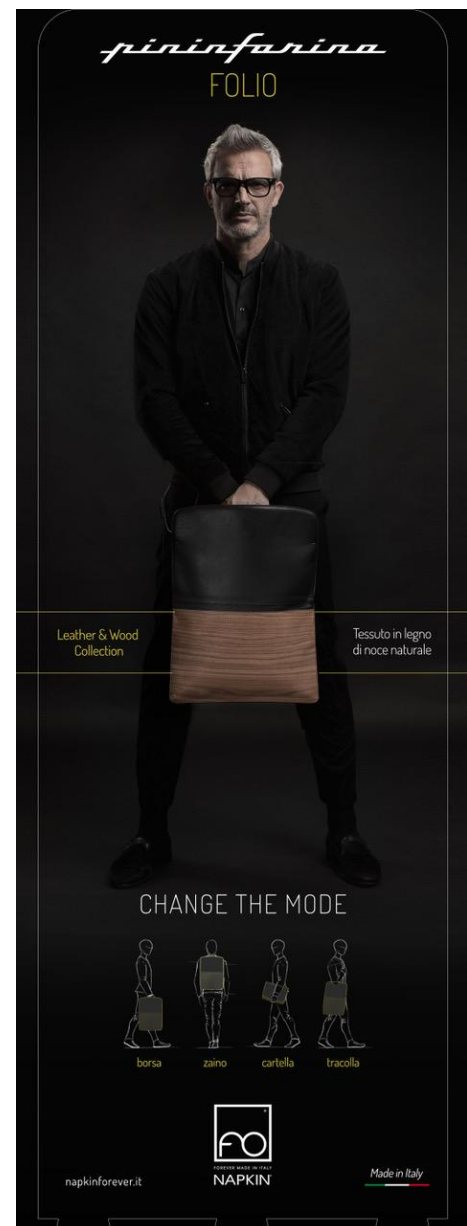
Turin, November 3 2017–Design and innovation, craftsmanship and lifestyle: these are the elements that gave life to **Forever Pininfarina Folio**, the new line of **business accessories** created by the two companies, after several futuristic projects in the sector of writing tools.

The protagonist of the collection is the **Folio bag**, able to adapt to every situation, from a business meeting to a bike ride to a cocktail with friends. The keyword is **versatility**: Folio bag is in fact **bag, backpack, folder** and **cross body bag**, all together in one product. A full range of **accessories** as **wallet, credit cards holder, business cards holder** and **keyring** complete the line; the bag and the wallet are also provided with anti-RFID technology, to protect the contactless credit cards from frauds.

The choice of materials further confirms the fact that it's not a traditional line: the bag and the accessories are in fact realized with **refined Italian nappa leather** and an **innovative material (Ligneah)**, a **patented fabric in wood** that, thanks to a precise and eco-friendly manufacturing, becomes **manageable** and **soft** as the leather and, at the same time, **elegant** and **irreproducible** as the wood, preserving veining, tones and structure.

*“Thanks to Forever Pininfarina Folio our collaboration with Pininfarina continues and expands to a new world always in the sign of the ‘well made in Italy’, of the care for details and of the craftsmanship characterizing our products – affirms **Davide Fabi**, NAPKIN CEO.– In this case, in fact, we can surely consider it a ‘sartorial’ line, as shown by the handmade stitching enriching every accessory”.*

*“We share with NAPKIN a strong passion for innovation – adds Chairman **Paolo Pininfarina**.– Forever Pininfarina Folio has the ambition to open new scenarios in the sector, introducing new materials and original modes of use. With the man always in the center”.*



All the products of the Folio line are realized in **two versions**, one with **walnut wood fabric** and the other “total black” with **wengé wood fabric**. The Folio line is available from the end of October in 100 shops in Italy (complete list on www.napkinforever.it) and from November on Pininfarina online store (store.pininfarina.com); at the beginning of 2018 it will be available on the international market, after a presentation scheduled at Paperworld in Frankfurt (January 27 – 30).

The collaboration between traNAPKIN and Pininfarina

The collaboration between NAPKIN and Pininfarina, born in 2014, gave life to an innovative line of stylus characterized by the tip in Ethergraf: among them, **Forever Pininfarina Cambiano**, appreciated by the market (over **70 thousand pieces sold all over the world**) and by the critics, and **Forever Pininfarina AERO**, that in 2017 won the prestigious **Red Dot Design Award** in the category Product Design (Office supplies and stationery).

NAPKIN

www.napkinforever.it

Facebook: Napkin4ever

NAPKIN press office

Alessandra Raccagni – Riccardo Casini

Tel. 329.1737241

press@napkin.it

PININFARINA

www.pininfarina.com

Facebook: PininfarinaSpA

Head of Corporate and Product Communication

Pininfarina

Francesco Fiordelisi

Tel. 011.9438105

f.fiordelisi@pininfarina.it