

GIORGIO ARMANI PRESENTS THE NEW VESPA 946 EMPORIO ARMANI

Vespa 946 Emporio Armani was developed jointly by Giorgio Armani and Piaggio to celebrate two of Italy's most established symbols of style and creativity.

To mark the year 2015 – the 40th anniversary of the foundation of Giorgio Armani and the 130th birthday of the Piaggio Group – Emporio Armani has designed a special version of the Vespa 946. In keeping with Armani's signature subdued colour palette, the designer has come up with a special combination of greys with subtle hints of green visible only under particular light conditions for the project.

The name 'Vespa 946' alludes to the year – 1946 – that this scooter, which has become iconic and famous around the world, was first made. The design of the new Emporio Armani is a modern reinterpretation of the original Vespa style.

The metallic parts have been treated in order to convey a matt effect in line with the body finishings. The words 'Emporio Armani' appear on the side, while the iconic eagle logo of the brand sits above the headlight.

The Vespa 946 Emporio Armani is about technology as well as style. Its aluminium cylinder blocks, brown-leather finishes, luxury accessories, electronic riding controls (which also interface with the latest Internet devices) complement the innovative four-stroke electronic injection engine, whose enhanced fuel economy and minimal emissions make this two-wheeler the ideal choice for city riding. The 220 mm double disc brake, two-channel ABS braking system and large 12 inch wheels guarantee maximum safety on the road.

The Vespa 946 Emporio Armani will be produced in an exclusive run of individually numbered scooters, and will be on sale in the world's most important cities starting from June.

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