



## **PRESS RELEASE**

### **VESPA AND SWAROVSKI ELEMENTS – LUXURY AND ELEGANCE FOR ACCESSORIES**

**The new Vespa GTS Crystal and Softouch Crystal helmets, made with Swarovski Elements, a combination of two brands synonymous with class.**

*Milan, 16 July 2012* – Vespa, an Italian icon of class, sophistication and elegance, is announcing a new line of jewel-helmets enhanced with gleaming Swarovski Elements.

With the new helmets, Vespa, the world's best-known two-wheel scooter and unsurpassed exemplar of style, is combined with the love of luxury represented by Swarovski, the world leader in the production of crystal elements.

Classic styling, materials of the highest quality and minute attention to detail make the Vespa helmets in the Crystal line – assembled entirely by hand by Italian craftsmen – unique pieces for connoisseurs looking for luxury and exclusivity.

The Swarovski Elements in the Vespa helmet are set in a wave-inspired pattern round the ABS shell – a guarantee of maximum safety – with a rich Alcantara trim.

For full comfort, the inner lining is made from a breathable anti-allergen material, while the micrometric fastening permits fine adjustment of the strap.

The two models in the collection – Vespa GTS Crystal and Vespa Softouch Crystal – are available in a range of sizes from XS to XL.

The helmets in the Vespa Crystal line will be available as from September from authorised Piaggio dealers, in Mont Blanc white for the GTS Crystal and Etna brown for the Softouch Crystal.

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