



Peuterey and Vespa Join Venture at Milan Design Week

A new, exclusive collection celebrating the values of two ambassadors of the Italian Style in the world

MILAN - Fashion and Design are two of the best expressions of the Made in Italy – a perfect combination of values rooted in a cultural and historical background of beauty, craftsmanship, creativity and passion.

The prestigious Italian multifaceted excellence will be celebrated during Milan Design Week through an exclusive partnership between Peuterey and Vespa.

The two brands have teamed up to develop a co-branded see now-buy now capsule collection, which will be immediately available at selected flagships of the two brands, at their online shops, as well as La Rinascente department store in Milan.

The unisex capsule, combining the elegant, dynamic aesthetics of both Peuterey and Vespa, which share the same attention to beauty and functionality, includes a field jacket, a helmet and goggles. The trans-seasonal outerwear piece, featuring a detachable lining and a foldable hood, is crafted from a lightweight, waterproof fabric, which is combined with a membrane to make the jacket comfortable and breathable. The helmet, which shows a degrade metallic effect, as well as the goggles, are worked in a black tone with beige stripes.

The capsule will be the protagonist of a special installation, which Peuterey and Vespa will display in the courtyard facing the Tuscan outerwear specialist's showroom. Visitors will be welcomed in a multicolor "Journey Box," which will recreate the atmosphere of a road-trip on a Vespa with screens displaying dynamic images of energetic city views and a fan simulating the wind blowing through the hair.

The windows of Peuterey and Vespa's Milan flagships, located on Via della Spiga and Via Broletto, respectively, will be dedicated to the co-branding project. The capsule collection will be also celebrated on Apr. 4 with a breakfast at Vespa Motoplex and an event hosted at La Rinascente. For the entire Milan Design Week, the department store's bar located on the Design Supermarket Floor will be decorated with the Peuterey and Vespa logos and graphics.

A guerrilla marketing activity will promote the partnership. Eight customized Vespa scooters will take the streets of Milan to transport some project's ambassadors to the various Design Week event venues in the city.

In addition, Russian bloggers Nataly and Murad Osmani, the creators of popular #followmeto Instagram project, will take a road-trip from Milan to Tuscany to discover the Peuterey and Vespa's roots. The bloggers will share the images and videos of their adventurous road trip on their social media accounts. The contents will be also available at Peuterey and Vespa's Facebook, Instagram and Twitter pages.

The partnership between Peuterey and Vespa will continue with a licensing agreement, which details will be revealed later on, starting from next Spring/Summer 2018 collection.