

JUSTIN BIEBER



JUSTIN BIEBER x VESPA

A UNIQUE PROJECT TO BE UNVEILED IN FEBRUARY 2022,
CELEBRATING THE SPIRIT OF FREEDOM & THE LOVE OF DESIGN

Los Angeles, 17TH December 2021 – Driven by the desire to explore creativity, celebrate style and design, and have some fun doing it, **Justin Bieber** and **Vespa** today announce **one of the most unexpected and exciting collaborations of 2022.**

The meeting of the world's biggest pop star and the classic Italian brand is no chance encounter. Style and design are a source of constant inspiration for Justin, while Vespa has always been close to the world of music and youth culture.

“My fans know how much I love sports: skateboarding, hockey, basketball, BMX. I’ve always been drawn to that mix of style, grace and speed,” said Justin Bieber. “I’m excited to put my spin on the iconic Italian design of Vespa.”

Stay tuned for the 2022 unveiling of an exciting new collaboration between two contemporary global icons: Justin Bieber and Vespa.

#JustinBieberXVespa

#Vespa

#justinbieber

For further informations:

Piaggio Group
Corporate press office
Diego Rancati
diego.rancati@piaggio.com

Product press office
Paolo Pezzini
paolo.pezzini@piaggio.com
press@piaggio.com

Investor Relations
Raffaele Lupotto
investorrelations@piaggio.com
piaggiogroup.com

Justin Bieber press office
Gabe Tesoriero
g.t@umusic.com