



PIAGGIO®

PIAGGIO ANNOUNCES A COLLABORATION WITH THE DESIGNER FENG CHEN WANG

CREATIVITY, INNOVATION AND SUSTAINABILITY GIVE SHAPE TO AN EXCLUSIVE COLLECTION

Feng Chen Wang is one of the most experimental and innovative fashion designers of the international scene and Piaggio is a brand symbol of urban mobility.

The collaboration between them stems from strong and shared values and initiates a multi-faceted conversation on the issues of individual freedom, sustainability and contemporary mobility.

The fashion collection, presented on October 13 at Shanghai Fashion Week, reshapes tradition in original and surprising garments and it seals a partnership that will lead to a customized version by Feng of Piaggio 1, Piaggio's first electric scooter.

Authentic, multidimensional, "modern future". This is how Feng Chen Wang defines her aesthetic. At the base of her work is the search for a style that is, at the same time, conceptual, distinctive, functional and based on the aesthetic values that draw from the experiences and roots of Chinese culture. Feng was born in Fujian, a province in South East China, known for its mountains and breathtaking natural landscapes. From here she left for London, where in a few years she established herself as the avant-garde designer in a generation of new fashion talents. The union of these two worlds, Asia and the city of London, made her creativity unique and brilliant.

The collaboration with Piaggio goes beyond co-branding. It is indeed a journey into nature that explores the concepts of functionality, design and style to give life to a capsule collection of unisex streetwear clothing. But the collaboration will go further, creating a special edition of the brand new electric scooter Piaggio 1, which will be presented for the very first time in November at EICMA in Milan.

"Piaggio is a brand synonymous with mobility and lifestyle in the world, deeply rooted in history but a pioneer in innovation. It is the testimony of an authentic, distinctive genius, from which it was easy to draw all the creative energy to design this collection that reshapes tradition to make it special and contemporary" explains Feng.

In the collection, the reclamation of tradition is visually combined with the natural elements of water and the symbol of the Phoenix, which represents virtue and grace in Chinese mythology. The watercolor is hand drawn using the traditional Chinese brushstroke technique and the color green recalls the native flora as well as health, prosperity and harmony. The overlapping of recycled materials, Feng's stylistic signature, is instead a synonym of Feng's deep attention towards the themes of sustainability, respect for nature and creative reclamation.

The result is a dialogue between two excellences on a new vision of individual freedom, as explained by Michele Colaninno, Chief of Strategy and Product of the Piaggio Group.

"Feng is an amazing designer, who innovatively and coherently blends the roots of her Asian culture with the vibrant London creativity. The meeting with Feng was an opportunity to start a conversation, through the language of fashion, on the concepts of functionality, sustainability and design in the service of very advanced forms of movement on two wheels. Piaggio has always pursued and explored these concepts through its brands and products in all countries of the world."

For this reason, the collaboration with Feng Chen Wang finds its natural development with Piaggio 1, the new Piaggio electric scooter designed for young people.

The Feng Chen Wang collection for Piaggio will be available from February 2022 on www.fengchenwang.com.

To learn more about Piaggio 1, visit the website: <https://electric.piaggio.com/it>.