

GIORGIO ARMANI

GIORGIO ARMANI DESIGNS A ONE-OFF ELECTRIC FIAT 500 MODEL

Milan, 4th March, 2020 - Giorgio Armani is pleased to present the one-off *FIAT 500 Armani*.

The environmentally-friendly electric vehicle has been designed in collaboration with FIAT and is part of a charity project in support of Earth Alliance, the non-profit organisation founded by Leonardo DiCaprio that fights climate change and the loss of biodiversity throughout the world. The one-off model will be auctioned together with two other Fiat 500 versions, designed by Bulgari and Kartell respectively.

Fiat 500 Armani celebrates style, creativity and craftsmanship: it is the ideal car for the ideal city. Based on the principles of sustainability – natural, reused and recycled – its construction bears the designer's signature: an unmistakable mark.

Partially laser-etched to create a fabric-like finish, its grey-green silk-effect metal body features innovative anti-pollution and anti-bacterial technology that helps purify the air. The exterior is equipped with alloy rims and a folding fabric roof personalised with the "GA" logo. The interior is designed in natural controlled-origin leather and wool fabric, featuring regenerated wood inserts with aluminium details.

The car will be unveiled on 4 March in front of the Duomo Cathedral in Milan; it will then be moved to representative places throughout the city to send a strong message of positivity to Italy, and to Milan in particular, which is going through a difficult time.

The event will be streamed live at 5:00 pm CET.

GIORGIO ARMANI S.p.A.

Sede legale: Via Borgonuovo, 11 · 20121 Milano · Tel. +39 02 72318.1 · Fax. +39 02 58191900
Unità locali: Via Borgonuovo, 18 · 20121 Milano · Tel. +39 02 72318.1
Via Bergognone nr. 38, 46 e 59 · 20144 Milano · Tel. +39 02 83106.1
Capitale sociale Euro 10.000.000,00 interamente versato · Registro Imprese Milano
Codice fiscale: 02342990153 e Partita IVA di Gruppo: 10985020964 · R.E.A. MI 919502