

## Renowned Italian design house Pininfarina appoints IMG as worldwide licensing representative to strengthen presence in the lifestyle sector

Turin, July 24, 2018 – The prestigious Italian design house **Pininfarina** today announced it has appointed **IMG** as its **global licensing representative** in a multi-year agreement.

Turin-based Pininfarina was founded by Battista “Pinin” Farina in **1930** and quickly established a worldwide reputation as the **designer of many of the world’s most iconic automobiles**, including Alfa Romeos, Ferraris, Maseratis, Lancias and Cadillacs. With signature designs that perfectly marry



**elegance** with **innovation**, Pininfarina in more recent years has evolved into a **universal design house**, able to **redesign superior customer and product experiences** in different sectors, from **lifestyle products** to **furniture** and **consumer electronics**, and from **buildings** and **household**

**interiors** to **yachts** and **aircrafts**. The company, and its distinctive cursive signature enjoys an elite global reputation as a showcase example of “**Made in Italy**” **ingenuity and flair**.

The partnership with IMG will see the Pininfarina **brand licensed across a selection of consumer categories** bringing Pininfarina’s award-winning designs to a wider selection of products and consumers with a **strong focus on the lifestyle sector**.

**Paolo Pininfarina** commented: “*The IMG partnership will signal a new phase in Pininfarina’s brand development, bringing the legacy of our founder and our current capabilities and vocation to new commercial areas and geographies. IMG’s network and proven ability to license premium brands with relevance and respect will help us along this path and accelerate its progress.*”

**Bruno Maglione**, President of Licensing, IMG, said: “*Pininfarina’s capabilities to humanise technology through designs of singular grace and beauty is something particularly relevant to today’s competitive landscape in a number of areas. We are excited by the potential of introducing this aesthetic to products which as a result will be as visually striking as they are functional.*”

IMG will work with Pininfarina on branded and co-branded collaborations to **enlarge the Pininfarina lifestyle world** across a number of targeted areas, including technical sportswear, electronics, car accessories, home furnishings, travel goods and real estate projects.



### **About Pininfarina**

Pininfarina is an internationally renowned design house, since more than 88 years emblem of the Italian style in the world, with offices in Italy, Germany, China and the United States. Masterpieces for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW were born from Pininfarina's pencil. In 1986 the third generation of the Pininfarina family founded Pininfarina Extra to extend the company's competence outside the automotive world. In 30 years of activity, Pininfarina Extra has developed over 600 projects under the guidance of Chairman and C.E.O. Paolo Pininfarina (now Chairman of the Pininfarina Group). The company's main activities include Transportation design (yachts, aircraft, private jets and people movers), Industrial design (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), Architecture and Interiors (residential projects, hospitality, sports and commercial structures).

### **About IMG**

IMG is a global leader in sports, fashion, events and media, operating in more than 30 countries. The company manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in sports training and league development, as well as marketing, media and licensing for brands, sports organizations and collegiate institutions. IMG is part of the Endeavor (formerly WME | IMG) network.

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