

MODULO EDITION

The two brands launch their first
“see now buy now” capsule



Turin, 27 May 2021 – The collaboration between La Martina and Pininfarina continues, once again sporting lifestyle meets Italian design. The common values of innovation and passion for details are the drivers that bring together these two excellences. Together, Pininfarina and La Martina launch their **first “see now buy now” capsule** – officially on sale on the **La Martina website** – inspired by the design of the “Modulo”, concept car designed by Pininfarina 1970 that has become an icon of style and innovation.

The synergy between La Martina’s heritage and Pininfarina’s avant-garde perspective is expressed through a collection that celebrates past and future, tradition and innovation. La Martina, synonym of Polo and passion, combines with Pininfarina’s high-end technology.

This connection gives shape to **three iconic men’s items** in limited edition, characterized by the recurring

number “3”, the number used by the playmaker in the game of Polo, the best player of the team: a **high collar technical fabric jacket** featuring a hood with front zip closure and logos printed on the front and on the arm (€ 439), a **long-sleeved regular fit cotton polo shirt** with embroidered La Martina logo and contrasting customization on the chest (€ 199) and finally, a **regular fit t-shirt** with embroidered La Martina logo and customization with Pininfarina applied detail on the back (€ 99).

In the capsule, luxury sportswear comes into contact with design and transformation, reflecting innovative skills expressed through high performing garments, technological in the use of materials and graphics. We find in the Pininfarina pay-off “We move dreams”, a vision that fully reflects the philosophy of the Pininfarina brand shared by La Martina. ▽



LA MARTINA

La Martina was founded in Buenos Aires in 1985 by Italian-born yet Argentine-raised Lando Simonetti, in addition to Gachi Ferrari. This polo-synonymous brand established its roots in Argentina and quickly expanded throughout the world: It boasts a strong presence in Europe, Latin America, the Middle East and North Africa. With its 100 mono-brand stores (including the flagship stores in London, Paris, Dubai, Johannesburg, Buenos Aires, New Delhi, Riyadh and Cairo) and 600 multi-brand stores, the company's fair-play philosophy has conquered the major international markets and led to fruitful partnerships and collaborations with some of the most prestigious Ivy League colleges (Harvard and Yale), and schools in the United Kingdom (Eton, Cambridge and Oxford). The main headquarters are located in

Buenos Aires (Argentina) and Chiasso (Switzerland), whilst the operational offices are based in London and Miami.

Alongside the ready-to-wear collections and as a result of the company's 35 years of experience in the technical equipment sector - specialising in the production of saddles, helmets and polo boots - La Martina has also become a key player in the sports field, so much so that the company founded the Polo Management Group in 2000. This Adrian Simonetti-run agency organises and hosts numerous polo-related events. Furthermore, it provides technical equipment for horses and players, manages sponsorships and has recently launched the brand-new social platform for the world of polo.

PININFARINA

Pininfarina, founded in 1930, is an internationally recognized design company. With offices in Italy, Germany, China and the United States, it is a unique emblem in the world of Italian design. Pininfarina is

not only the world leader in automotive design. It has also completed more than 600 projects in different areas over the course of nine decades and has received numerous international awards.

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