

GO|CARPISA

DESIGN BY

pininfarina

Travel in style

November 2022. The **Carpisa** collection, developed in collaboration with **Pininfarina**, the legendary design house that has been the emblem of Italian style around the world for the past 90 years, celebrates Italian innovation and excellence. The collection is a tribute to two of the distinctive traits which, over the years, have contributed to defining the brand's strong identity, i.e. innovation in mobility associated with **Italian design**.

A unique combination of tradition and innovation, a partnership that aims at collecting and uniting the expertise of the two brands so as to offer a versatile and durable product with a contemporary and exclusive design curated down to the tiniest detail. A product with a high technical content that combines the exclusivity that has always characterized Pininfarina products with the simplicity of those branded Go Carpisa.

The capsule, designed for both men and women, will include a line of trolleys available in three sizes (S-M-L), two backpacks, a work bag and a shoulder bag, all characterized by a high technological and style content embellished with unique details: the unique and contemporary design, the thorough research into the materials used, the versatility and practicality of the models developed characterize, in fact, all the products forming part of the line.

The trolleys, which come in both black and grey, are made of the ultra-resistant **CARPISA GOTECH**[®], a material consisting of a combination of mainly recycled materials (70%) with an internal lining made of 100% R-PET. They are equipped with a telescopic system, dual wheels made of specific materials that make them ultra-silent to guarantee durability and the maximum versatility for all kinds of uses.

Lightweight and handy, compact and ergonomic as well as suitable for all seasons, the bags and backpacks are also available in black and grey and are made of recycled polyester of the highest quality to provide absolute comfort during everyday travel and commutes.

The **Go Carpisa Design by Pininfarina** logo is found on all the products of the Capsule to embellish them and make them versatile and suitable for travel as well for more urban use.

The products combine contemporary and everyday luxury of the highest quality, practicality and versatility - characteristics which have been highly underlined also in the campaign images shot at the Pininfarina headquarters in Cambiano (Turin).

"Carpisa and Pininfarina have a lot in common, so a collaboration to combine the distinctive traits of the two brands occurred naturally: they are both Italian brands known all over the world with a high level of technical innovation and easily recognisable character and design. We are certain that the products that have been developed and made by our creative teams will be appreciated by our clients, who are always looking for innovative, practical and designer products at an accessible price. After all, Italian excellence is a brand recognized all over the world."

Gianluigi Cimmino, CEO at Carpisa

"Our mission is to move dreams and the collaboration with Carpisa enabled us to create a collection thought up for the everyday needs of those who travel for work or leisure. We have made our multi-disciplinary skills available - from product to experience design - which, combined with Carpisa's technical innovations, have given birth to a collection with a strong distinctive character. We are proud to have signed the collection with our brand, a synonym of timeless Italian style, making it even more precious."

Silvio Pietro Angori – Pininfarina CEO and General Manager

The collection will be available in chosen Carpisa stores and on <https://www.carpisa.it> and <https://shop.pininfarina.it> of 10 December 2022, thus becoming the perfect Christmas gift