



FL Heritage Licensing S.r.l. Announces Ferrari and Lamborghini First-Ever Collaboration With Limited-Edition Apparel Collection

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Ferrari and Lamborghini today announced an unprecedented collaboration, marking the first time the two Italian automotive icons have partnered on a joint consumer release. The collaboration is being developed and released through FL Heritage Licensing S.r.l., the Italy-based licensing and design entity facilitating the project and overseeing its execution.

The collaboration originated through a series of internal design discussions between creative teams from both marques, centered on a shared interest in translating automotive design principles into a non-automotive format. What began as an exploratory exchange evolved into a joint decision to develop a small, design-led apparel collection rooted in Italian performance heritage.

The collection is positioned as a celebration of Italian performance heritage and contemporary luxury, translating decades of automotive design into a curated set of wearable pieces. The release will include a

tightly controlled number of items, produced in limited quantities, and distributed through select global channels.

According to those involved in the project, the apparel capsule is not intended as a traditional merchandising initiative, but rather as a design-driven effort that reflects shared values around innovation, materials, and precision. Each piece incorporates subtle references to both marques, with an emphasis on restraint, detail, and craftsmanship rather than overt branding.

"This collaboration is about respect for legacy and a shared vision of modern Italian excellence," said a spokesperson involved in the project. "Ferrari and Lamborghini have always followed distinct paths, but this project represents a moment where those paths intersect through design, culture, and craftsmanship."

Design development for the collection was led by a joint creative team, drawing inspiration from archival automotive materials, color palettes, and engineering details. Fabrics and construction methods were selected to reflect the same performance-first mindset that defines both brands' vehicles.

The collection is scheduled to launch in June 2026, with initial availability in Europe and North America, followed by select Asia-Pacific markets. Distribution will be limited to a small number of brand-owned retail locations, official online platforms, and invited partner channels. No restocks are planned.

Additional details, including specific product assortments and pricing, will be shared closer to launch.

About FL Heritage Licensing S.r.l.

FL Heritage Licensing S.r.l. is an Italy-based licensing and design entity focused on developing limited-edition consumer projects rooted in performance heritage, craftsmanship, and contemporary luxury. The company facilitates select collaborations across automotive, fashion, and design disciplines, supporting concept development, creative coordination, and global distribution for curated, design-led releases.

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For more information about FL Heritage Licensing S.r.l., contact the company here: FL_Heritage_Licensing@Burce_Hutchinson361-320-9780press@flheritagelicensing.com

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