



## VESPA LIFESTYLE 2017

**INTRODUCING THE VESPA TOTAL LOOK: FROM GARMENTS TO MORE TECHNICAL ACCESSORIES, THE 2017 COLLECTION EXPRESSES THE STYLE, MODERN SPIRIT AND COLOURS OF VESPA IN A UNIQUE CREATIVE VISION.**

**VESPA TOTAL LOOK REFLECTS THE STRONG AND UNIQUE PERSONALITY OF VESPA AND THOSE WHO LOVE IT.**

**A NEW COLLECTION OF HELMETS, SWEATSHIRTS, T-SHIRTS, POLO SHIRTS AND A REVAMPED RANGE OF ACCESSORIES AT [VESPA.COM](http://VESPA.COM) AND IN THE BEST PIAGGIO SHOWROOMS**

*Milan, 30 May 2017* – The **2017 Vespa Lifestyle collection**, now **available at major Vespa sale points and online at [store.vespa.com](http://store.vespa.com)**, embodies for the first time in a **unique creative vision, values of style and a modern spirit** that are typically 'Vespa'.

The garments, helmets, technical accessories and merchandising coordinate in an **innovative VESPA TOTAL LOOK concept** that, as has always been the case for Vespa throughout its history, goes beyond fashion and is ahead of trends.

In fact, Vespa is a **style choice**, the expression of a **unique personality**, full of **colour, beauty, spontaneity, irreverence and freedom**.

Being in **total look** with Vespa means always being up with the times without needing to follow fashions set by others, knowing how to stand out, staying consistent with your own style, feeling genuinely unique and knowing how to distinguish yourself thanks to an exclusive look.

Just as Vespa hides the **best technology** available at the service of the rider beneath the classic shape of her body, the 2017 Vespa Lifestyle collection experiments with **innovative materials** and **solutions** and brings back the **love for colour** that has returned as a protagonist in 2017 for the Vespa range.

All of the garments and accessories in the Collection were **inspired by the functional needs of the Vespa rider**. They are designed to take on the open air, but they are also perfect for **everyday use**, for your daily activities where they give you all the care and solutions of garments conceived for the challenges of the road and Vespa travel.

Solutions are derived from this dual spirit of the 2017 collection such as the discrete **reflective** details that increase night visibility and the coloured **wind-resistant** lining, the innovative **rain-protection** materials and the rubber **water resistant** zips.

The icons of the collection are the men and women's rain-protection **bomber jackets** that are designed to **increase visibility** in poor lighting conditions and the men and women's **sweatshirts** in **neoprene** with **wind-resistant** lining.

These garments, along with the **sleeveless windstopper** with removable storm flap feature reversed zips with a **waterproof** rubber strip to make **biking easy in when the weather isn't great**.

All of the garments, including the **polo shirts** and **T-shirts** in mercerised cotton, have three-dimensional embroidered **patches** that are made on **reflective bases**, highlighting the **connection between functionality and aesthetics** that characterizes the Vespa Lifestyle



collection.

The accessories are **multi-functional**, such as the **keyring**-necklace and the portable keyring, the **backpack** that changes into a **tote bag** and the drawstring **bag** designed to hold a helmet.

The materials are the result of **technical exploration** aimed at practicality: **waterproof technical fabrics**, light **wind-resistant nylons**, **neoprene**, **mercerised** and **elasticised** cottons and jacquard **anti-slip** strips.

The palette is an explosion of full, vivacious, contrasting, bold and yet well-balanced **colours**. Fresh and brilliant tones inspired by the colours of the 2017 Vespa range and that express the spontaneity and joy of living that is typical of the Vespa world.