



Tonino Lamborghini

EYEWEAR

Ottica Dante Americas announces exclusive distribution of Tonino Lamborghini EYEWEAR collection in North America

The eyewear collection wearing the iconic “Raging Bull Logo” make its debut in North America

Wednesday, May 27th, 2015 - Boca Raton, FL – Ottica Dante Americas LLC a US leading distributor of high-end Italian eyewear products and the Italian luxury accessories company Tonino Lamborghini Group announce to have entered into an **exclusive agreement** for the marketing and distribution of the Tonino Lamborghini EYEWEAR collection in **North America**. The marketing and distribution in North America will be in cooperation with Have A Dream srl, the worldwide sole official licensee for the branded eyewear line.

The Tonino Lamborghini Group’s **vision** is to bring the passion and spirit of Italy to the global market with unique and distinctive products inspired by the mechanical Lamborghini Family heritage and the renowned Italian Industrial Design. Manufactured in Italy using innovative and noble materials like carbon fiber and titanium, alone or in a surprising combination with wood and horn, the Tonino Lamborghini EYEWEAR collection brings **style, innovation and Made in Italy** glamour into the most exclusive stores in the world.

The Tonino Lamborghini EYEWEAR collection includes **different models**:

- BRAKE and SILVER, the latest lines
- COMPETITION, SPYDER and 1947 lines, with names evoking the historic roots of the brand and reflecting the materials and design of the Tonino Lamborghini watch collection.
- DOLCE VITA a vintage style line, inspired by the magic Italian ‘50s
- GOLDEN EYE, a luxury limited edition line with gold details

Resistance, lightweight and in-deformability are the main characteristics of this line that includes prescription frames and sunglasses. The entire Tonino Lamborghini EYEWEAR collection is 100% made in Italy and it is produced in cooperation with Italian company HAD-Have a Dream.

Ottica Dante Americas will begin the distribution of the Tonino Lamborghini EYEWEAR collection in stores located in United States, Canada and Mexico in June 2015. An official event for the launch of the collection in the North American market will take place in Miami in early July 2015.

For additional information or for interested stores to schedule a preview of the collection, please contact: sales@otticadante.com .



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As distributor of high-end Italian eyewear based in Boca Raton, FL, it delivers Italian design, trend and artisanship to North and South America. All products are selected seeking for exceptional materials, quality of design and refined manufacturing processes. The company's know-how and vision come from Ottica Dante, an Italian company operating since 1938 in optical stores in the Northern Italy.

www.otticadante.com - info@otticadante.com - <https://www.facebook.com/otticadanteamericas>

HAD

Founded in November 2011, HAD- Have A Dream is a completely new activity but with deep roots, know-how and competence thanks to its highly qualified staff with experience in the optic sector.

HAD's is an exclusive and distinctive product, highly innovative both in form and in content. HAD's eyewear are almost completely handmade and full of extraordinary technical elements.

www.had-italy.it

TONINO LAMBORGHINI

Founded in Italy in 1981 by Mr. Tonino Lamborghini, heir of the Lamborghini family, today the Group's headquarters are located in the magnificent Palazzo del Vignola, a Renaissance villa just outside Bologna's city walls.

Mr. Lamborghini has taken inspiration from his family heritage and his vast experience in mechanical and automotive engineering to develop a **lifestyle experience brand** with a range of luxury design products, including: watches, eyewear, mobile phones, perfumes, furniture, clothing, sports accessories, signature beverages, 5-star boutique hotels, lounges and restaurants.

For more than 30 years, Tonino Lamborghini has been a byword for Made in Italy lifestyle. By staying true to the tradition and heritage of the Lamborghini family, the Tonino Lamborghini Group seeks to promote distinctive Italian style and taste.

Uncompromising spirit, Italian ingenuity and design - together with the talent of a brand recognized throughout the globe as a beacon of luxury, exclusivity and Italian flair - are the values of the Tonino Lamborghini brand. The Group's vision is to bring the passion and spirit of Italy to the global market with unique and distinctive products, inspired by the Italian industrial design and the Lamborghini family mechanical heritage.

Website: www.lamborghini.it

Facebook: www.facebook.com/ToninoLamborghiniGroup

Instagram: <https://instagram.com/toninolamborghinigroup/>

Twitter: <https://twitter.com/TLamborghini>

Youtube: www.youtube.com/user/TLamborghini

Pinterest: www.pinterest.com/tlamborghini

PRESS OFFICE TONINO LAMBORGHINI SPA:

Rita D'Andrea: dandrea@lamborghini.it - Tel. +39.051.862628

DISCLAIMER: Please note that Mr. Tonino Lamborghini, and any companies belonging to him or entrepreneurial activities in which he participates, bear no relation to and are not connected, neither explicitly nor implicitly, to Automobili Lamborghini S.p.A., a company founded by his father, Mr. Ferruccio Lamborghini, which now belongs to the AUDI-VW AG group. This note is meant to avoid any confusion. Please do not use any photos of Lamborghini cars associated with Tonino Lamborghini products.

Thank you.