



LALIQUE

## ARES DESIGN AND FRENCH LUXURY BRAND LALIQUE LAUNCH AUTOMOTIVE COLLABORATION



- Luxury houses to co-create a bespoke limited-edition work of art
- Initial image teases striking silhouette design
- The ultimate luxury accessory to be presented later this year

**Modena, July 2020:** Luxury Italian coachbuilder ARES Design and world-renowned French crystal maker Lalique announce their collaboration to produce a bespoke limited-edition car expected to be revealed later this year.

To mark the announcement the companies released an enticing teaser shot revealing the sleek silhouette of the ultimate luxury accessory.

Modena-based ARES Design will be responsible for the design and build of the car; currently in the development stage, while Lalique, who co-designed the look and feel, brings its distinctive brand of timeless French luxury to the project with the inclusion of crystal embellishments; complimented by additional signature items throughout.

Currently, in the development stage, the car is part of the company's Legends Reborn programme which blends traditional craftsmanship and modern-day engineering technologies to breathe new life into past icons. The process transforms elegant vehicles of the past into timeless masterpieces of the future.

The hand-made jewels will be produced at Lalique's factory in Wingen-sur-Moder in Alsace, France, where, like its Italian counterparts, its team of gifted artisans marry traditional skills of the past and modern-day technology to create stunning and unique works of art.



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Marking the exciting foray into automotive design for the company, Lalique's Chairman and CEO Silvio Denz commented: "We are very proud to partner with ARES Design, who creates extraordinary cars at the highest level of excellence, design and technology. This very special collaboration will create the ultimate luxury accessory, perpetuating the work of René Lalique, renown for creating iconic car mascots in the 1920s and 1930s. Masters in their respective fields, ARES Design and Lalique share common values, that of excellence, craftsmanship and artistry, and the masterpiece that will result of this collaborative work will surely be unique and exceptional."

ARES Design's Executive Chairman and Co-founder Waleed Al Ghafari said: "Lalique is renowned for producing some of the best crystal works of art the world over and it is a privilege for ARES Design to work alongside them on this project. The plans for the car look stunning, and we do not doubt that, via the designers, engineers and artisan's collaborative process, we will bring our mutual vision to life in a beautifully adorned masterpiece; a work of art unlike anything we have produced before; the epitome of bejewelled excellence."

More details on the model to follow.

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**Notes to editors**

**About ARES Design**

ARES' unique facility delivers a new level of design, development, manufacture and sales of coach-built and unique cars in the heart of Italy and through an expanding global network of studios. The advanced 18,000 m2 ARES facility in Modena opened in January 2018 and, in bringing all facets of coach-building under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalized and unique cars.

[www.aresdesign.com](http://www.aresdesign.com)

**About Lalique**

*Founded in 1888, Lalique is one of the crown jewels of France's crystal industry. René Lalique, renowned as the inventor of modern jewellery, then became Master in the art of glassmaking. Over time, his name has become the symbol of a unique expertise a synonym for luxury, excellence, creativity and an immediately recognizable style. Since 1922, the pieces are produced in Alsace, France at the Lalique factory. Today, Lalique has reinvented the creative, eclectic world of its founder with contemporary work in five areas: jewellery, decorative items, interior design, perfumes and art and continues to thrive as a truly timeless lifestyle brand.*

[www.lalique.com](http://www.lalique.com)

**Press kit and visuals available via the following link:**

[https://www.aresdesign.com/en-us/news-press/ares\\_lalique\\_collaboration/](https://www.aresdesign.com/en-us/news-press/ares_lalique_collaboration/)

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