



HORACIO PAGANI S.P.A.

Via dell'Artigianato, 5 - 41018 San Cesario sul Panaro (MO) Italy - Tel. +39 059 4739201 - paganiautomobilspa@legalmail.it
P.IVA, Codice fiscale e n. iscr. al Registro Imprese di Modena 02054560368 Capitale Sociale € 536.000,00 Int. Vers.

PAGANI AND BAPE PARTNER TO BRING THE WORLD OF HIGH END STREETWEAR AND HYPERCAR TOGETHER

Once again collaborating on an innovative line of apparel

22 October 2022 – After a successful first capsule collection celebrating the Pagani Zonda's 20th anniversary, BAPE® returns with a new collaboration to bring street style to the heart of the Hypercars made by the Atelier in San Cesario sul Panaro. The renewed joint effort with BAPE® has led to the creation of a limited-edition capsule collection for the Pagani Huayra Roadster BC. BAPE®'s colour palette and style have been used at the request of a client to "dress" a bespoke version of the model.

The Huayra Roadster BC Capsule Collection by BAPE®

The new capsule collection includes a limited range of selected high-quality items with a powerful personality, including a zipper jacket, polo shirt, t-shirt, sneakers, a cap and an aluminium keyring. Product will be sold in BAPE STORE®, at the Pagani Atelier, on Paganistore.com and on [BAPE.COM](https://www.bape.com);

BAPE®'s signature camo print is featured on the lining of the jacket, the sleeves of the polo and t-shirt, the peak of the cap and on the uppers of the sneakers; the epitome of an exclusive and recognisable style, just like the design of Pagani's Hypercars. The final touch for the collection is a special patch showing the two brands together.

Unique BAPE® features for the Huayra Roadster BC

This special Huayra Roadster BC utilizes the BAPE® ABC CAMO pattern in shades of blue inside the car on the seats and the roof. Additionally a set of coordinated luggage and sports clothes including a tracksuit and gloves, were developed with the camo pattern. For the launch of the capsule collection, the body of this special Huayra Roadster BC was wrapped with the camo pattern, further linking the car to the line of apparel. The BAPE® name also appears on the dedication plate of the Hypercar as the mark of a continuing collaboration.

BAPE x Pagani unveiling event at BAPE Store® London

Horacio Pagani, founder of "Pagani Automobili", was present at the event at BAPE STORE® LONDON to unveil the new collection. Making the event even more special, the Huayra Roadster BC featuring BAPE® camo, was on hand and garnered interest not just from those attending, but also from audiences around the world. The event, celebrating efforts from both brands to innovate their respective categories, was attended by some of the biggest names from UK media, including internationally renowned DJ Kenny Allstar, Leo Mandella, the teenage fashion aficionado, as well as presenter Craig Mitch, the face of 'Sneaker Shopping.'

AWARDS

2022 - Huayra Roadster BC: Compasso d'Oro "Design per la mobilità"
2020 - Huayra Roadster BC: Vairano Circuit Lapttime: 1:07.681 - Quattroruote
2020 - Huayra Roadster BC: Spa Francorchamps Lapttime: 2:23.081
2018 - Horacio Pagani: Honoris Causa Degree in Vehicle Engineering
2016 - Huayra: Car Classic Visions of the Future
2016 - Horacio Pagani: Concorso Italiano Vision Award
2013 - Huayra: Supercar of the year - C! Magazine
2013 - Horacio Pagani: Ragno D'oro 2013
2013 - Pagani Huayra: Drive of the Year 2012 - C! Magazine
2012 - Car of the year: Pagani Huayra - EVO
2012 - Horacio Pagani: 5 Diamonds Engineering Awards
2012 - Performance Car of the Year: Pagani Huayra - CAR

2012 - Pagani Huayra Hypercar of the year - Top Gear Magazine
2011 - Zonda R Best in Class - The Quail Lodge: a Motorsport Gathering
2011 - Zonda R: Stig's test Track Fastest Lapttime: 1:08.5
2011 - Zonda S Roadster: "Best of the Show" - Beaulieu's Supercar Trophy
2010 - Zonda R: Jeremy's Car of the Year
2010 - Pagani Automobili: Best of Italian Luxury Award - Hurun Report
2010 - Zonda R: Nürburgring Nordschleife Fastest Lapttime: 6:47
2009 - Supercar of the year Pagani Zonda Cinque - C! Magazine
2009 - "Zonda F: customer's best choice" - Sport Auto Francia
2009 - Mothers Choice Award: Excellence in Automotive Design - Sema Show
2009 - Zonda F: "Best Drivers' car" - Evo
2008 - Supercar of the Year: Zonda F Clubsport - C! Magazine August

2008 - Zonda Roadster F: Nürburgring Nordschleife Record: 7:29:70
2008 - Zonda F: Nürburgring Nordschleife Lapttime: 7:24:44
2007 - Zonda F: Nürburgring Nordschleife Record: 7:27:82
2006 - Supercar of the Year: Zonda C12 S - C! Magazine
Palme d'Or - Zonda F: best supercar 2005 - Sport Auto F
2005 - Nürburgring Nordschleife Lapttime: 7:32" - Sport Auto
Top Gear Powerlaps 2005 - Zonda F fastest time - Top Gear UK
2004 - Best Car of the Decade: 2nd place - Evo
2002 - Record Nürburgring homologated cars - Sport Auto
Pagani Automobili: Specialist Manufacturer 2002 - Autocar
Zonda C12 S: Performance Car of the Year 2002 - Car
Zonda C12 S: Car of the Year 2001 - Evo



www.pagani.com



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About a Bathing Ape®

Born in the heart of Harajuku, Japan in 1993, and has since become a symbol of Japanese street fashion for more than 29 years, BAPE® strives to introduce Japanese fashion culture to the world. And BAPE® has designed a series of iconic motifs, original patterns and characters such as 'APE HEAD', 'BAPE CAMO' and 'BABY MILO', etc.

With over 40 stores globally, BAPE® has recognized as a symbol of street fashion as one of the most coveted and exclusive brands worldwide. To cater to a growing customer base, diffusion lines such as MR. BATHING APE, AAPE BY A BATHING APE®, BAPY®, APEE and BAPE BLACK® have been created as part of the brand's continued growth across all customer segments. Beyond apparel, BAPE® has embraced lifestyle segments including art, furniture, toys, etc., allowing fans to experience the brand in different aspects of life. BAPE® has also pushed the boundaries of limitless ideation across different cultures, successfully collaborating with established international brands and imprints as the uncontested influential lifestyle brand.

Pagani Automobili

Horacio Pagani S.p.A. is an Italian manufacturer of Hypercars, located in San Cesario sul Panaro in the province of Modena, at the heart of the so-called Motor Valley. Established in 1998 by Horacio Pagani, a native of the small Argentinian town of Casilda, the company rapidly made its name as a constructor of bespoke automobiles using technologically advanced materials such as carbon fibre and titanium. It made its debut in 1999, at the Geneva trade show, with the Zonda, which was followed in 2011 by the Huayra. In 2022 it wrote a new chapter in its story when it presented the Pagani Utopia. A devotee of Leonardo Da Vinci, Horacio Pagani takes Leonardo's concept of "art and science" as the inspiring principle of the philosophy behind each one of his company's creations, which combines aesthetics and mechanics, form and function, craftsmanship and technological know-how to create unique Hypercars in the Atelier in San Cesario. Besides building dream automobiles, Pagani offers clients the "Pagani Officina" program: a series of special authenticity certification, restoration and customisation services for their cars.

The company has more than 170 employees, 20 dealers around the world and sales subsidiaries in the United States and Hong Kong to build close ties with international clients.

Bape Contact

www.bape.com

Bape® Japan Official Instagram: [bape_japan](#)

Bape® US Official Instagram: [bape_us](#)

Bape® UK Official Instagram: [bape_uk](#)

Pagani Press Office

press.office@pagani.com



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