

Maserati at London Fashion Week

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Classic Driver



Italian supercar legend Maserati has paired up with leading model agency ICM to create a truly glamorous partnership as London takes centre stage in the fashion world.

The collaboration will see the svelte, award-winning Maserati Quattroporte, GranSport and Coupé transporting catwalk queens including Jodie Kidd, Helena Christensen, Erin O'Connor, Lizzy Jagger and Alek Wek during London Fashion Week (13 - 17 February 2005).

Italian style, sophistication and extraordinary performance lie at the heart of every Maserati and with the world's most beautiful models on-board every journey will be a head-turning experience.

Massimo Fedeli, Managing Director of Ferrari Maserati UK said: 'The very best British designers will show their collections during London Fashion Week and it is entirely natural that Maserati will be highly visible during this event. Our cars reflect the style and sophistication of the designs on show and it will be a unique opportunity to see them together with some of the world's most beautiful models.'

Supermodel Jodie Kidd, a regular racer in the Maserati Trofeo series, said: 'I'm more used to racing a Maserati, but during this hectic week it makes a welcome change to sink into the sumptuous back seat of a Quattroporte and let someone else do the driving.'

This year's London Fashion Week main venue is the Marquee in Battersea Park. A selected range of the 400hp, 170mph Maserati Quattroporte luxury saloons will be seen across London during the week, accompanied by the exclusive Maserati GranSport and Maserati Coupé.

Photos/Text Maserati SpA

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