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## Fendi Maserati GranCabrio: The fashion connection

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**Maserati is set to unveil a bespoke Fendi edition of its GranCabrio at this year's IAA in Frankfurt. The Italian brands have collaborated to display their "shared common values, such as craftsmanship and tradition."**

The car's underpinnings and 4.7-litre V8 remain unchanged from the standard GranCabrio, but Silvia Venturini Fendi has applied her treatment - usually reserved for exclusive handbags - throughout the car. The interior features a *Pergamena Fendi* wood trim finish, with Fendi's fashionable *Cuoio Romano* leather being used for the uniquely patterned seats and instrument cover, as well as the gear lever. The same leather, which is the most precious in Fendi's *Selleria* line, is also used for the accompanying luggage and accessory set. Additionally, a plaque inside the car displays Maserati's logo, a five digit serial number (apparently, five is an iconic number for Fendi) and the Roman fashion

house's logo.

The Fendi double-F logo is also embroidered into the headrests, as well being used on the GranCabrio's 20in 'Trident' alloy wheels. For the bodywork, the paintwork is triple-layer *Grigio Fiamma Fendi* (grey-with-iridescent-gold). Privileged owners can also tuck their elegant GranCabrio up at night using the Fendi-logged car cover.



The car is hand-crafted at the Maserati headquarters in Modena using exclusive materials from Fendi, the fashion house founded in 1925 and considered to be one of the great Italian labels. Prices and production numbers are yet to be released, but the GranCabrio will surely be the way to ride around Milan's Quadrilatero d'Oro in style.

*Text: Joe Breeze*

*Photos: Maserati*

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