

CLASSIC DRIVER

Maserati Quattroporte by Ermenegildo Zegna: Tailored for Frankfurt

Lead

Italian car brands are well-known for teaming up with the fashion industry to create some outstanding products. Now, Maserati – along with luxury men’s clothing label Ermenegildo Zegna – will be pulling the wraps off a special-edition Quattroporte at Frankfurt.

Zegna has clothed the Maserati in bright, earthy tones, while the paint finish uses ultra-fine aluminium pigments to create an effect that “simulates the fluidity and purity of metal”. Inside, the soft leather and smooth fabric are reminiscent of Zegna’s latest men’s fashion collections. The warm hues are ideal for autumn, but sadly the concept won’t become a limited series for the road until at least next year.

Gallery

