



If you're unabashed about your preference for luxury goods and 'pulling up to the scene with your ceiling missing', then the Fiat 500 by Gucci is for you.

In 2012, FIAT introduced the FIAT 500 by Gucci. This collaboration between the Italian automaker's design division, Centro Stile FIAT and Gucci creates a delicate balance of style and quality. The vehicle is branded from interior to exterior with signature Gucci elements. Design features include leather-trimmed seats with embossed Gucci graphics, headrests donning the Italian fashion house's iconic double G logo, to the black retractable roof with Gucci's signature bold red and green stripes. The extent of the design's attention to detail includes 15-inch aluminum alloy wheels with Gucci green brake calipers and wheel caps with the Gucci logo.

As with any of the fashion house's commercial products, you'll also find the car is branded on the exterior with the Gucci tag. And let's not forget the iconic Fiat design that became popular with the 1969 film, *The Italian Job* and its 2003 re-released edition. You can complete the look by adding the Gucci "Must Haves", which include a special edition collection of bags, duffels, and travel accessories inspired by—and designed for—the new "500". Both the vehicle manufacturer and the Italian leather goods company are well established in their respective industries and are known as statement makers. If you're unabashed about your preference for luxury goods and 'pulling up to the scene with your ceiling missing', then the Fiat 500 by Gucci is for you. Even if you don't prefer name brands, you'll surely appreciate the aesthetic value of the designer vehicle.

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FIAT x GUCCI

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Monday, 04 February 2013 00:54
