



*There are icons of design, and then there are icons of Italian design. So when Fiat and Gucci collaborate to create one stunning vehicle, it's a celebration of a combined Italian legacy that spans over two centuries. The 500 by Gucci.*

*This is couture you can drive.*



BY

*Gucci*

# THE STYLE



*The car is the result of intensive creative collaboration between Stile Fiat and Gucci, a co-design project where the work by the Italian designer label is devised to enhance the distinguishing traits of the iconic 500. Consequently, "500 by Gucci" represents the perfect blend of two stylistic approaches which, each in its respective field, has made Italian style so famous and influential all over the world, focusing as ever on attention to detail, the ongoing pursuit of quality materials, in the spirit of a simple yet refined elegance.*

# THE EXTERIOR

*The new car features exteriors in two colours, Black or White, both enhanced by the exclusive paint with glass beads which make it shine like a gem. The same colour combination can be found on the key cover, which gives customers their first distinguishing sign of the "500 by Gucci".*

*Two colours, two distinct yet complementary souls: the black version, with shiny chrome details teamed with interiors that play on the sharp black and white contrast with its more aggressive and contemporary look, and the white version with the satin chrome details with ivory/black interiors for a softer, sophisticated look. The exterior is further customised with rims mounted on 195/45 R16 tyres, with the unmistakable retro spoked design, to match the colour of the interiors, and embellished by the "diamanté" on the spokes, an absolute novelty on cars in this category.*

*The Gucci identity is even more evident with some of the refined details such as the hubcaps marked "GG" in the same colour as the bodywork and "Gucci" written in italics on the tailgate and on the door pillars. In addition, in line with the Gucci colours, the version equipped with the 100 HP 1.4 engine comes with brake callipers painted green.*

*In order to make the silhouette of the Fiat "500 by Gucci" distinctive, the car could not come without the red and green "web", the label's genuine signature recognised across the globe. It runs along the entire perimeter and becomes the connecting link between exterior and interior, since it is also featured on many interior details, such as the seats, the gearbox and the mats, but most of all, with an unusual and highly innovative treatment, on the seatbelts.*



## THE INTERIOR

*Inside, the Fiat "500 by Gucci" offers an elegant and functional space, where attention has been lavished on the tiniest details, brimming with fashion references and embellished by exclusive materials, such as the glossy or satin chrome elements, the dashboard painted with a sophisticated velvet-effect treatment, the two-tone seats covered in Frau leather featuring the unmistakable "Guccissima" graphics, a bona fide status symbol which - across generations and cultures - is now a byword for glamour and contemporary appeal.*

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