



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

BENTLEY AND PICANTE UNVEIL 'THE OPEN ROAD COLLECTION' – A COLLABORATION BORN FROM THE LOVE OF THE JOURNEY

- **Bentley Motors and PICANTE unveil seven-piece capsule collection**
- **Merging Bentley's rich heritage with PICANTE's modern design ethos, the collaboration evokes a unique celebration of the open road and the luxury of spontaneity**
- **The pinnacle of the collection, the leather bomber jacket, is limited to a quantity of twenty**
- **'The Open Road' capsule collection will be available from picante.shop at 1pm on Friday 15 November**

(Crewe, 13 November 2024) Bentley Motors has joined forces with London-based fashion and lifestyle brand, PICANTE, to launch an exclusive capsule collection. The collaboration highlights Bentley's rich heritage through PICANTE's contemporary lens and the brands' love of travel, creating a unique storyline of the open road, and the journey to uncover hidden gems.

Wayne Bruce

Bentley
Director of Communications
wayne.bruce@bentley.co.uk
+44(0) 7780 004537

Ishika Sangar

Lifestyle Communications
Ishika@simonplussimon.com
+44 (0) 7715 102 600

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms
@BentleyNewsroom

'The Open Road Collection' is inspired by the rituals surrounding food and travel, and the shared experiences that accompany these moments. The sentiment of luxury travel - that the journey is never a chore and the excitement of the end destination is surpassed by the excitement of getting there. The collaboration evokes the feeling of exploring something new, but still with an air of nostalgia.

The collection features seven meticulously crafted pieces including a leather bomber jacket, Glenmerino lambswool knit sweater, hoodie, t-shirts, lambswool beanie and a signature cap - all in keeping with PICANTE's design



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ethos – to design wearable souvenirs that evolve with the wearer, in signature shapes that will last a lifetime.

The pinnacle of the collection, the leather bomber jacket, is limited to just twenty pieces. It features the Bentley wings blind embossed onto cowhide leather. Inside, the heritage marques' signature diamond-in-diamond pattern is stitched within the quilting. Evoking the spirit of a grandfather's well-worn jacket, this signature piece is crafted in limited quantities, intended to be passed down through generations, it embarks on new journeys with each wearer, evolving over time and weaving together stories of those who have worn it before. Each jacket is finished with a numbered plaque on the inside pocket.

Co-founder Jude Taylor, commented: "We love that Bentley has such a deep-rooted British heritage and it is something that we, as a brand, aspire towards. It has been amazing to work with them on this project and gain an understanding of the level of craft behind these iconic cars. We challenged ourselves to take this opportunity to introduce a new piece that we had always dreamed of developing - the leather jacket with nods to the Bentley interior, as well as showcasing our attention to the finer details."

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Saam Zonoozi, co-founder explained: "We dug deep into the history of Bentley Motors, exploring their evolution over 100 years and pulling from their extensive archives. Taking these references and translating them into a graphic that speaks to our brand. It was important to have nods to roots of both brands, which you can see in the 'Soho Crewe' text."



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Notes to Editors

About Bentley Motors

Bentley Motors, renowned for its unparalleled luxury, seamlessly combines generations of fine craftsmanship with engineering expertise and cutting-edge design. Bentley has evolved over the decades, channelling its brand DNA into new realms of contemporary luxury lifestyle. By collaborating with masterful craftspeople, engineers, and designers, Bentley now extends its ethos into luxury furniture, architecture, and exclusive experiences, offering the ultimate in personalised self-expression and exclusivity to the world's most discerning clientele.

About PICANTE

PICANTE is a British lifestyle and streetwear brand founded by Jude Taylor and Saam Zonoozi, born from a passion for fashion, hospitality, and travel. Recognised in Vogue UK's "Emerging Brands 2023," PICANTE combines contemporary design with high-quality, sustainable materials.

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