



# 2017 V-Stripes Lifestyle collection

MAY 2017

## Design concept: Vespa Total Look



*A unique Lifestyle concept that embodies helmets and apparel, garments and merchandising in a single creative vision to create a total innovative Vespa look, where each object is an aesthetic and practical reference for the world's best-loved scooter.*

Un inedito concept Lifestyle, che raccoglie in una unica visione creativa gli accessori pilota, l'abbigliamento e il merchandising, per un innovativo total look da vespista, nel quale ciascun oggetto ha un rimando estetico e funzionale allo scooter più amato al mondo.



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*Vespa*

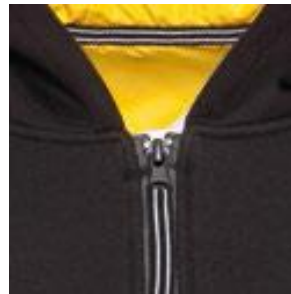
**V-STRIPES  
COLLECTION**

## Selling Points:

### COMFORTABLE WHILE RIDING/ CONFORTEVOLI NELL'USO SCOOTERISTICO

*The adoption of materials and technical expedients from the activewear universe, makes these products the optimal clothing for everyday scooter practice, with a great focus on the original and modern look, totally Vespa.*

L'adozione di materiali ed accorgimenti tecnici derivati dal mondo activewear fanno di questi capi l'ideale abbigliamento per l'uso scooteristico quotidiano, con una grande attenzione verso un look originale e moderno, assolutamente Vespa.



### FIT / VESTIBILITA'

*Easy to wear and comfortable fit for an everyday use. Soft-touch materials. Buckles and D-rings can adjust the fit to any body shape.*

Facile da indossare e dal fit confortevole per l'uso quotidiano. Materiali dalla mano morbida. Fibbie e D-ring regolabili per adattarsi alla forma di ogni corpo.

### DETAILS / CURA NEI DETTAGLI

*Printed undercollar, embroidered reflective patches, embroidered logos, printed stripe details, jacquard borders, contrasting profiles.*

Sottocollo in cotone stampato, patch ricamati catarifrangenti, loghi ricamati, applicazioni in nastro stampato, bordi in maglia con motivi jacquard, profili a contrasto.



## Technical and Gender Features:



WATERPROOF



WATER RESISTANT



WATERPROOF ZIPPER



WINDPROOF



LIGHT REFLECTION



NIGHT VISIBILITY



REVERSIBLE



ELASTIC



MAN



WOMAN



MAN/WOMAN

*The icons on the labels tell the product characteristics and what gender is made for, for an instant understanding for the buyer.*

Le icone presenti sull'etichette comunicano le caratteristiche tecniche del prodotto e il genere al quale è rivolto, per un'immediata comprensione da parte del consumatore.

## Lifestyle clothing: outerwear

### MAN V-STRIPES BOMBER / BOMBER V-STRIPES UOMO

*Jacket in water resistant nylon, with windstopping lining in contrasting color. Featuring a water resistant zipper and reflective details for a higher visibility.*

Giubbotto in nylon resistente all'acqua, con fodera antivento in colore a contrasto. Dotato di zip water resistant e di dettagli catarifrangenti per una maggiore visibilità.

**COMPOSITION:** technical fabric 100% polyester; water repellent finishing

**SIZES AVAILABLE:** S - M - L - XL - XXL - XXXL

Code	Description
606638M01B	Bomber man V-Stripes- Black size S
606638M02B	Bomber man V-Stripes- Black size M
606638M03B	Bomber man V-Stripes- Black size L
606638M04B	Bomber man V-Stripes- Black size XL
606638M05B	Bomber man V-Stripes- Black size XXL
606638M06B	Bomber man V-Stripes- Black size XXXL



### WOMAN V-STRIPES BOMBER / BOMBER V-STRIPES DONNA

*Jacket in water resistant nylon, with windstopping lining in contrasting color. Featuring a water resistant zipper and reflective details for a higher visibility.*

Giubbotto in nylon resistente all'acqua, con fodera antivento in colore a contrasto. Dotato di zip water resistant e di dettagli catarifrangenti per una maggiore visibilità.

**COMPOSITION:** technical fabric 100% polyester; water repellent finishing

**SIZES AVAILABLE:** S - M - L - XL - XXL

Code	Description
606639M01V	Bomber wom V-Stripes- Black size S
606639M02V	Bomber wom V-Stripes- Black size M
606639M03V	Bomber wom V-Stripes- Black size L
606639M04V	Bomber wom V-Stripes- Black size XL
606639M05V	Bomber wom V-Stripes- Black size XXL



## Lifestyle clothing: outerwear

### UNISEX SLEEVELESS VEST / SMANICATO UNISEX

*Wind-stopping vest with removable neck detail and water resistant zipper. Adjustable fit with side straps and reflective details.*

Gilet windstopper con para-gola rimovibile e zip water resistant. Fit regolabile con bande laterali e dettagli catarifrangenti.

**COMPOSITION:** technical fabric 100% polyester polyamide; water repellent finishing

**SIZES AVAILABLE:** S - M - L - XL - XXL - XXXL

Code	Description
606640M01R	Vest unisex V-Stripes- Red S
606640M02R	Vest unisex V-Stripes- Red M
606640M03R	Vest unisex V-Stripes- Red L
606640M04R	Vest unisex V-Stripes- Red XL
606640M05R	Vest unisex V-Stripes- Red XXL
606640M06R	Vest unisex V-Stripes- Red XXXL



## Lifestyle clothing: hoodies

### MAN V-STRIPES SWEATSHIRT / FELPA V-STRIPES UOMO

*Hoodie in neoprene with water resistant zipper. Anti-wind lining in a contrasting colour on the front and in the hood. Embroidered reflective patches.*

Felpa con cappuccio in neoprene e zip water resistant. Fodera antivento in colore a contrasto sul davanti e nel cappuccio. Dettagli patch ricamati catarifrangenti.



**COMPOSITION:** neoprene

**SIZES AVAILABLE:** S - M - L - XL - XXL - XXXL

Code	Description
606636M01B	Sweatshirt man V-Stripes- Black size S
606636M02B	Sweatshirt man V-Stripes- Black size M
606636M03B	Sweatshirt man V-Stripes- Black size L
606636M04B	Sweatshirt man V-Stripes- Black size XL
606636M05B	Sweatshirt man V-Stripes- Black size XXL
606636M06B	Sweatshirt man V-Stripes- Black size XXXL



### WOMAN V-STRIPES SWEATSHIRT / FELPA V-STRIPES DONNA

*Hoodie in neoprene with water resistant zipper. Anti-wind lining in a contrasting colour on the front and in the hood. Embroidered reflective patches.*

Felpa con cappuccio in neoprene e zip water resistant. Fodera antivento in colore a contrasto sul davanti e nel cappuccio. Dettagli patch ricamati catarifrangenti.



**COMPOSITION:** neoprene

**SIZES AVAILABLE:** S - M - L - XL - XXL

Code	Description
606637M01V	Sweatshirt wom V-Stripes- Black size S
606637M02V	Sweatshirt wom V-Stripes- Black size M
606637M03V	Sweatshirt wom V-Stripes- Black size L
606637M04V	Sweatshirt wom V-Stripes- Black size XL
606637M05V	Sweatshirt wom V-Stripes- Black size XXL



## Lifestyle clothing: polos

### MAN V-STRIPES POLO SHIRT / POLO V-STRIPES UOMO

*Polo in 100% cotton with jacquard micro motif. Surprising details: a different button, the printed undercollar, the reflective patches, the contrasting profiles.*

Polo in 100% cotone con micromotivo jacquard, con dettagli a sorpresa: un bottone diverso dagli altri, il sottocollo stampato, i patch ricamati catarifrangenti, i profili a contrasto.

**COMPOSITION:** 100% cotton

**SIZES AVAILABLE:** S - M - L - XL - XXL - XXXL



Code	Description
606634M01B	Polo man V-Stripes- Black size S
606634M02B	Polo man V-Stripes- Black size M
606634M03B	Polo man V-Stripes- Black size L
606634M04B	Polo man V-Stripes- Black size XL
606634M05B	Polo man V-Stripes- Black size XXL
606634M06B	Polo man V-Stripes- Black size XXXL



### WOMAN V-STRIPES POLO SHIRT / POLO V-STRIPES DONNA

*Polo in 100% cotton with jacquard micro motif. Surprising details: a different button, the printed undercollar, the reflective patches, the contrasting profiles.*

Polo in 100% cotone con micromotivo jacquard, con dettagli a sorpresa: un bottone diverso dagli altri, il sottocollo stampato, i patch ricamati catarifrangenti, i profili a contrasto.

**COMPOSITION:** 100% cotton

**SIZES AVAILABLE:** S - M - L - XL - XXL



Code	Description
606635M01B	Polo wom V-Stripes- Black size S
606635M02B	Polo wom V-Stripes- Black size M
606635M03B	Polo wom V-Stripes- Black size L
606635M04B	Polo wom V-Stripes- Black size XL
606635M05B	Polo wom V-Stripes- Black size XXL





## Lifestyle clothing: t-shirts

### MAN V-STRIPES T-SHIRT / T-SHIRT V-STRIPES UOMO

*T-shirt in 100% cotton with a printed stripe detail. Embroidered reflective patches. Regular fit.*

T-shirt in 100% cotone con applicazione di banda stampata. Patch ricamati con dettagli catarifrangenti. Fit classico.

**COMPOSITION:** 100% cotton

**SIZES AVAILABLE:** S - M - L - XL - XXL - XXXL

Code	Description
606632M01B	TShirt man V-Stripes- Black size S
606632M02B	TShirt man V-Stripes- Black size M
606632M03B	TShirt man V-Stripes- Black size L
606632M04B	TShirt man V-Stripes- Black size XL
606632M05B	TShirt man V-Stripes- Black size XXL
606632M06B	TShirt man V-Stripes- Black size XXXL



### WOMAN V-STRIPES T-SHIRT / T-SHIRT V-STRIPES DONNA

*T-shirt in 100% cotton. Embroidered reflective patches. Contrasting detail on the collar. Feminine and comfortable fit.*

T-shirt in 100% cotone. Patch ricamati con dettagli catarifrangenti. Dettaglio collo a contrasto. Fit femminile e confortevole.

**COMPOSITION:** 100% cotton

**SIZES AVAILABLE:** XS - S - M - L - XL

Code	Description
606633M01F	Tshirt wom V-Stripes- Fucsia size XS
606633M02F	Tshirt wom V-Stripes- Fucsia size S
606633M03F	Tshirt wom V-Stripes- Fucsia size M
606633M04F	Tshirt wom V-Stripes- Fucsia size L
606633M05F	Tshirt wom V-Stripes- Fucsia size XL



## Lifestyle accessories

### NECK STRAP / PORTACHIAVI A LACCIO

*Lanyard in printed webbing. Key holder removable through a metal tick-tuck closure. Ring in colored metal.*

Lanyard in nastro stampato, con portachiavi rimovibile tramite chiusura tuc in metallo. Anello per chiavi in metallo colorato.



Code	Description
606628M	Neck Strap Vespa (Giallo)
606629M	Neck Strap Vespa (Rosso)



### GOGGLES (COMING SOON)

*Goggles with light mirror effect on clear lenses. Elastic gripped strap with jacquard motif. Made in Italy.*

Occhiali da pilota con specchiatura leggera su lenti trasparenti. Nastro elastico antiscivolo con motivo jacquard. Made in Italy.



Code	Description
606223M	Vintage google (Yellow)
606224M	Vintage google (Red)

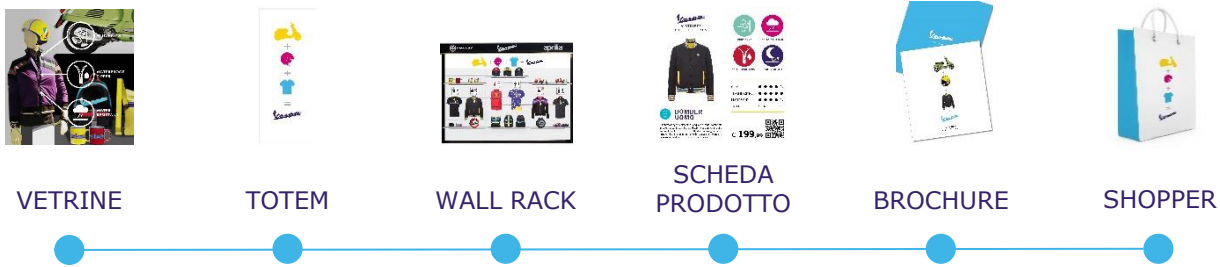


# Shopping Experience

## DISPLAY

A visual merchandising support through dedicated POP materials, in order to present in a proper way the items in store and to guarantee a pleasant shopping experience.

Un supporto di visual merchandising attraverso materiale POP dedicato, al fine di presentare i prodotti in store secondo modalità qualitative e garantire una shopping experience gratificante.

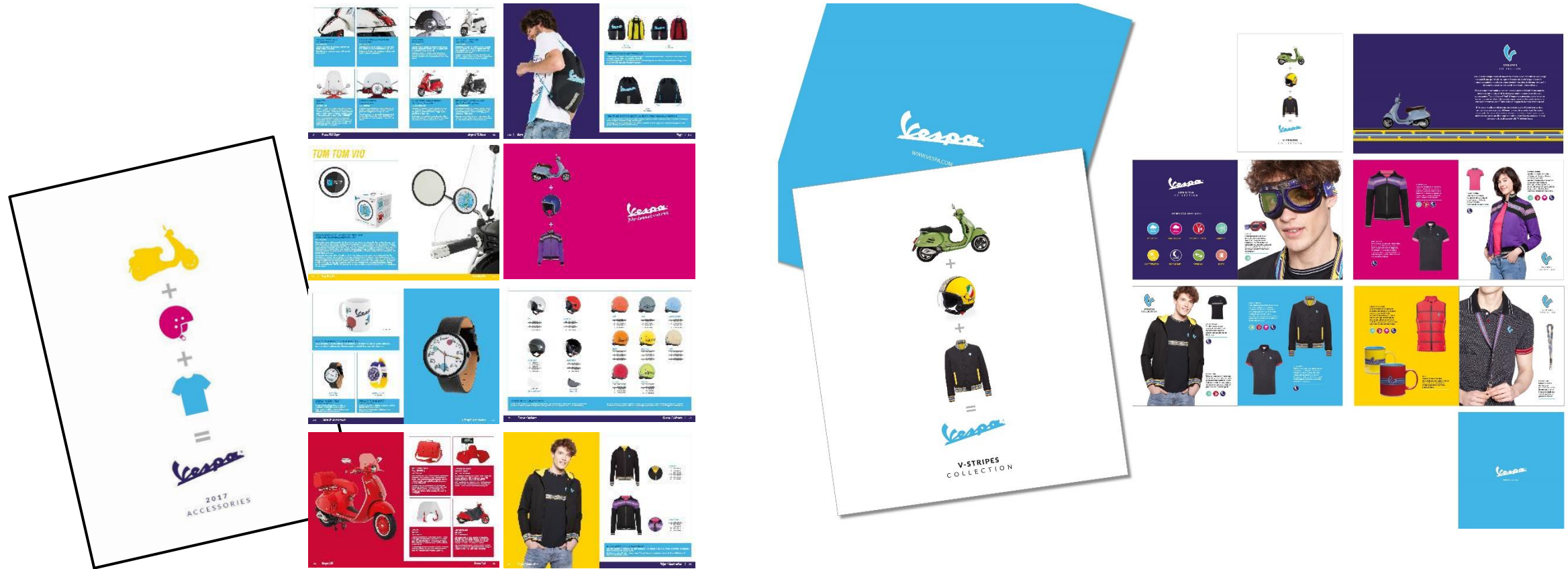


## DRESSCODE FOR THE SALE ASSISTANTS / UNIFORMI PER IL PERSONALE DI VENDITA

*It is recommended to use the items of the collection (polos or hodies, based on the weather) as a uniform for the sales people during the launch of the Collection.*

Consigliato l'utilizzo dei capi della collezione (polo o felpe, in base alle esigenze climatiche) in dotazione al personale di vendita come divisa durante le fasi di lancio della Collezione.

## Digital Vespa Accessories Catalogue 2017/ Catalogo Accessori Vespa 2017



## Eicma 2016

*Vespa presented a unique Lifestyle concept at EICMA 2016 that embodies biker accessories, garments and merchandising in a single creative vision to create a total innovative Vespa look, where each object is an aesthetic and practical reference for the world's best-loved scooter.*

Vespa ha presentato ad EICMA 2016 un inedito concept Lifestyle, che raccoglie in un'unica visione creativa gli accessori pilota, l'abbigliamento e il merchandising, per un innovativo total look da vespista, nel quale ciascun oggetto ha un rimando estetico e funzionale allo scooter più amato al mondo.

