

PRESS RELEASE

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ALPINE: 2021 « *Elégance* » collection

- Fashion, leather goods and accessories
- A collection named *Elegance*, contemporary and chic
- Available exclusively online and in the Alpine network



Following the growing success of its fashion, small leather goods and accessories offering since 2015, Alpine now presents its new *Elégance* collection. A110 customers, as well as fans of the brand, will be able to extend their passion by acquiring a piece from the collection. The collection is available exclusively online (store.alpinecars.com) and in the Alpine network.

Intended to fit into everyone's daily wardrobe, this new *Elégance* collection is contemporary. Designed for both men and women, the 2021 *Elégance* collection is composed of timeless pieces with a resolutely chic style. Among them, the Alpine leather jacket is made from a full grain Nappa leather, soft and high quality. Lined with a contrasting colour (blue for the men's version and plum for the women's). It also features an embossed Alpine logo on the bottom of the jacket and on the back of the collar.

New in this range, the silk square is a must-have for French elegance. With its design inspired by the SERAC rim illustrated in a modern and colourful way, the Alpine silk square will certainly find its place in all dressings.

The Elegance collection also includes a white shirt, whose cut ensures a perfect fit for men and women. The Alpine gloves in leather and silk are a 'must have' for fans of the brand. They add an elegant touch to an outfit and allow the wearer to assert his or her personality.

Renewed, the line of luggage draws its inspiration from the front of the Alpine A110 and particularly the air scoops. It now consists of a weekend bag, a shoe bag, and a toiletry bag. The leather used is the same as the one used for the Alpine leather jacket, highlighting the fine finishing of the different pieces of the collection. All three pieces fit easily into the rear trunk of the Alpine A110 and A110S. The collection is completed by a duffel bag, a men's wallet, a women's all-in-one, a belt and two suitcases that fit in the front trunk of the A110.

Accessories such as cufflinks (compatible with the Alpine shirt), umbrella or key ring complete the chic look of the collection.

Availability: The Elegance Collection is available now, exclusively online at store.alpinecars.com and at all Alpine locations.

ABOUT ALPINE

Founded in 1955 by Jean Rédélé, the brand has set itself apart with its French-style sports cars. In 2018, the brand presents the new A110, a sports car faithful to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, Alpine Cars, Renault Sport Cars and Renault Sport Racing join forces under the Alpine flagship. It thus becomes the brand dedicated to innovative, authentic, exclusive sportscars of Groupe Renault, benefiting from the heritage and craftsmanship of its historic plant in Dieppe, as well as the engineering mastery from the Formula One and Renault Sport teams.

ALPINE PRESS



Gilles GAUTHEROT
GM Communications Alpine

gilles.gautherot@alpinecars.com
+33 (6)11 76 09 38



Johanna MOREAU
Press Officer
(Product & Formula 1)

Johanna.moreau@renault.com
+33 (6)38 28 03 44