



PRESS RELEASE

PIRELLI DESIGN ANNOUNCES A COLLABORATION WITH DESIGNER DENIS DEKOVIC

THE NEW E-COMMERCE SITE ONLINE WITH EXCLUSIVE ITEMS OF THE PARTNERSHIP, STARTING WITH THE SPECIAL EDITION PODIUM CAPS WORN BY THE FORMULA 1® DRIVERS

Milan, 10 March 2025 – Pirelli Design teaming up with world-renowned designer **Denis Dekovic** to create collections, as part of the new **lifestyle project**, that blend high-performance heritage with bold and modern design.

The lifestyle business area complements the other two main activities of Pirelli Design: **merchandising**, with collections dedicated to motorsport and corporate heritage, and **licensing**, which includes collaborations with prestigious brands ranging from the world of sailing to skiing, from watchmaking to sports equipment.

With three decades of shaping the future of sportswear, Dekovic brings his visionary approach to Pirelli, crafting **exclusive pieces** that **embody precision, performance, and prestige** - a reflection of Pirelli's pursuit of excellence, both on and off the track.

FROM THE TRACK TO THE STREETS: A HIGH-PERFORMANCE COLLABORATION

The partnership debuts with the **Special Edition Podium Caps**, worn by Formula 1® drivers on the podium of 14 Grand Prix of the 2025 season and designed with quality materials, precision engineering and an unmistakable connection to racing culture. The first products will be purchasable in the next months on a **dedicated e-commerce platform** (<https://store.pirelli.com/>) and in selected premium retail stores worldwide.

The collaboration continues throughout the year, unveiling **Capsule Collections**: a premium lineup of apparel and accessories that merge motorsport aesthetics with cutting-edge materials and contemporary design. Each launch will feature meticulously crafted pieces, inspired by Pirelli's passion for speed and technological innovation.

WHAT THEY'RE SAYING

"With Denis Dekovic, we're fusing our passion for performance with a bold, design-forward approach to lifestyle. Every stitch, every material, and every detail in this collection reflects Pirelli's relentless pursuit of innovation and excellence."

— Marco Maria Tronchetti Provera, SVP Pirelli Design & Assets Conversion

"Pirelli's legacy is built on innovation, precision, and pushing boundaries—just like great design. Collaborating with Pirelli means blending speed with storytelling, channeling that relentless drive into pieces that honor motorsport heritage while embracing a bold, modern vision. Every detail in this collection reflects the passion, performance, and fearless creativity that define both racing and design at the highest level."

— Denis Dekovic

SPECIAL EDITION PODIUM CAPS

The **Special Edition Podium Caps** designed by Denis Dekovic pay tribute to 14 Formula 1® Grand Prix events, each design infused with the **colors, culture, and heritage** of its **host country**. Inspired by the same engineering principles that drive Pirelli's race-winning performance, these caps combine



quality materials, premium craftsmanship, and bold aesthetics, ensuring they are as striking as they are collectible.

The first models available on the new dedicated e-commerce website will be those created for the first three Grand Prix of 2025 season: **Australia** (16 March), **China** (23 March) and **Japan** (6 April).

DISCOVER THE COLLECTION AT <https://store.pirelli.com/>

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Pirelli, founded in 1872, is today one of the world's biggest tyre manufacturers, and the only one to be entirely focused on the Consumer market, with products and services for cars, motorcycles and bicycles. With a distinctive positioning at the top and very high end - the "High Value" segment - Pirelli is a global brand with strong Italian roots, known for its cutting-edge technologies, manufacturing excellence and passion for innovation. To achieve the highest level of performance, safety and reduction of environmental impact, Pirelli has always been committed to research and development, in which it invested 5.3% of High Value revenues in 2024. Pirelli is also constantly engaged in sustainability initiatives that have earned it top positions in the major world rankings for years and inclusion in the most relevant indices, such as the Dow Jones Sustainability World and Europe. Present in the world of motorsports since 1907, it is now active in over 350 competitions and since 2011 has been the Global Tyre Partner of the Formula 1® World Championship, for which it has renewed the exclusive relationship until at least 2027. In line with the company's strategic focus on the Premium and Prestige segments, Pirelli Design creates targeted projects in collaboration with partners of excellence in their respective areas to provide products that are both unique and iconic.

For over 30 years, **Denis Dekovic** has been redefining boundaries and challenging the status quo, driving innovation and creativity at the highest level. As a visionary creative leader, innovator, and change-maker, he has built an exceptional track record collaborating with some of the world's most influential brands, including Nike™, Adidas™ and Fila™. His groundbreaking work has shaped industry-defining, trendsetting, and iconic products and collections that have set new standards in design.

But Denis' impact goes far beyond product innovation. He is deeply committed to fostering positive change—not just through revolutionary design, but by investing in people. He champions an inclusive, creative culture that nurtures and empowers talent, while also shaping the future of the industry through a global design education program that inspires and equips the next generation of creatives.

With his relentless drive for progress and passion for innovation, Denis continues to shape the industry and leave a lasting legacy—one that inspires, challenges, and paves the way for a bold and exciting future.