



PRESS RELEASE

PIRELLI DESIGN LAUNCHES THE PIRELLI LIFESTYLE COLLECTION 2025-2026

TWO NEW CAPSULES: RACING TEAM FIRST, FOLLOWED BY THE CAL™

FIRST CAPSULE AVAILABLE ON THE OFFICIAL E-COMMERCE SITE FROM SEPTEMBER 22

Milan – 22 September 2025. Pirelli Design expands its collection and launches the **lifestyle** project, which complements the other two business areas of this Pirelli division: **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.

Two clothing capsules debut to inaugurate **the PIRELLI Lifestyle Collection 2025-2026: *Racing Team*** and ***The Cal*™**, featuring pieces inspired by the Pirelli universe, created by the world-renowned designer **Denis Deković**. With over thirty years of experience in the world of sportswear, Deković brings his vision to this partnership, creating exclusive pieces that embody performance and prestige, hallmarks of the PIRELLI brand. The collection consolidates the partnership which began last March with the **Special Edition Podium Caps** worn by Formula 1® drivers.

The Racing Team capsule collection will be launched during Milan Fashion Week and will be available on the official e-commerce site (<https://store.pirelli.com/>) starting from today, September 22nd. The collection dedicated to The Cal™ will be available from October, also on the official channel.

The **PIRELLI Lifestyle Collection 2025-2026** will premiere on the eve of Milan Fashion Week: an evening event with a DJ set and dedicated displays on September 22nd at Parco Ravizza, designed to engage a younger audience.

"This collaboration is an opportunity for me to celebrate a brand that is not just technology but also culture: it has shaped the imagination, inspired art, and transformed performance into an icon. The idea was simple: take essential pieces that everyone loves—a T-shirt, a hoodie, a varsity jacket—and elevate them through craftsmanship and attention to detail. We reworked each piece with a modern unisex fit, used the highest-quality materials to ensure durability, and paid attention to every stitching. Each piece is embellished with graphics that celebrate Pirelli's heritage, but also its present and future," said Denis Deković, presenting the collection.

"The collaboration with Denis Dekovic marks a new chapter for Pirelli in the world of Lifestyle, where we bring our passion for design. Denis has done an excellent job: every piece and every detail in this collection reflects the tireless pursuit of innovation that has always distinguished us. This line fits seamlessly with the identity of our brand, which has always been known internationally for its style and glamour, elements that have a strong appeal to younger generations and will therefore help strengthen their connection with the Pirelli universe", said Marco Maria Tronchetti Provera, SVP Pirelli Design & Assets Conversion



A CAPSULE BLENDING MOTORSPORT, INNOVATION AND STYLE

The PIRELLI Lifestyle Collection includes exclusive, high-quality clothing and accessories. The pieces, produced in Italy, feature meticulous craftsmanship and are inspired by Pirelli's passion for speed, technological innovation, and design.

Drop 1 - Racing Team blends technology and lifestyle, drawing inspiration from Pirelli's motorsport heritage. Each product is designed for those who embrace speed as a way of life yet also know how to slow down to enjoy authentic moments. This line combines modern, functional design with sophisticated details that interpret racing iconography in a contemporary way, celebrating precision, energy, and movement.

Racing Team consists of four garments designed to last, thanks to superior materials: jersey T-shirts presented in short-sleeve and long-sleeve versions; a French terry hoodie; and a cotton souvenir jacket with leather sleeves. It's more than just clothing: it's a statement of identity, an invitation to live with passion, freedom, and authenticity.

The Victory Long Sleeve

An essential piece that embodies the spirit of motorsport with a contemporary twist. Crafted from premium cotton and featuring a modern, unisex fit, the Victory Long Sleeve stands out in Pirelli's iconic yellow, a color that expresses energy and confidence. The graphics are inspired by classic racing iconography, with sleeve prints evoking the dynamic placement of motorsport sponsors and emblems. The mixed-media design combines rubberized prints — an extension of the PIRELLI tyre universe — with embroidered details that lend craftsmanship, depth, and texture. A woven textile label on the back evokes the insignia of legendary circuits.

The Grid Tee

A timeless essential, the Grid Tee is crafted from heavyweight cotton for structure and durability, with a refined unisex fit. In classic black, it becomes a canvas for motorsport-inspired graphics, evoking the energy and attitude typical of racing culture. The distinctive detail is the tone-on-tone yellow PIRELLI logo with a rubberized finish: a tactile element reminiscent of the world of tires, offering a discreet yet impactful signature. Balanced by embroidered and printed motifs, the composition expresses a decisive and measured aesthetic.

Pit Jacket

Inspired by the classic mechanic's jacket, the Pit Jacket is crafted from durable canvas and features a modern unisex fit that combines functionality and sophisticated design. Racing iconography comes to life through embroidered graphics and rubberized details, including the tone-on-tone yellow PIRELLI logo. Clean lines and versatile style make it an essential piece.

The Apex Hoodie

Crafted from premium French terry and featuring a modern unisex fit, the Apex Hoodie combines technical functionality and craftsmanship. Motorsport iconography comes to life through embroidered graphics and the yellow rubberized Pirelli patch. Underarm ventilation zips add a technical touch, ensuring adaptability and comfort while on the move.



Drop 2 - The Cal™ consists of three items that capture the essence of a brand milestone: the PIRELLI Calendar, a timeless symbol of art and innovation. The Cal™ logo stands out in relief on the front of the wool and leather varsity jacket and on the cotton T-shirts available in long and short sleeves.

The Cal™ collection, presented in earth tones and deep black, celebrates the concept of time as art. The garments are unique pieces, designed to last, reinterpreting the Calendar's visual language through refined techniques: embroidery, rubber prints, and woven details.

The Chronicle Tee

The Chronicle T-shirt pays homage to the timeless art of the PIRELLI Calendar. Crafted from heavy cotton with a unisex fit, its design expresses the concept of time through circular graphics that recall the rhythm of months and moments. It features tactile rubber prints, and the earthy brown hue lends warmth and a sense of permanence.

The Legacy Crewneck

An essential piece elevated to icon status, the Legacy sweatshirt is crafted from soft French terry in earthy brown and cut in a modern unisex fit. Embroidered graphics reinterpret the visual language of the Calendar, while the yellow Pirelli textile label adds a signature artisanal touch of authenticity. Underarm ventilation zippers add a technical touch, offering adaptability and comfort on the move.

The Archive Jacket

With its streamlined silhouette, the Archive jacket, crafted from a premium blend of wool and eco-leather, embodies durability and sophistication. Its minimalist aesthetic, further enhanced by the all-black colorway, is enhanced by embroidered graphics and the iconic yellow PIRELLI logo.

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 Deković** 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.