BREMBO UNVEILS ITS FIRST LIFESTYLE COLLECTION AT EICMA 2026

Seven apparel pieces and accessories reinterpret the brand's identity through contemporary design, racing inspiration and attention to detail

Bergamo (Italy), November 2nd, 2026 – "Our Energy. Our Style." Brembo brings its energy into the lifestyle world with the launch of the first **Brembo Lifestyle Collection**, a new offering that translates the brand's distinctive codes into a contemporary language defined by design, carefully selected materials and fashion.
The collection is designed to connect with a contemporary community that shares a sense of curiosity, an appreciation for design and a desire to explore new forms of self-expression.
Unveiled at **EICMA 2026**, the collection comprises seven apparel pieces and accessories. It will be available starting from **November 3 on the official e-commerce platform, brembo collections.com, and** at the **Brembo pop-up store**, **Hall 5 – Stand O71**, from **November 3 to 8**.

"Precision has always been an integral part of Brembo's identity" said Mauro Piccoli, Brembo Chief Marketing Officer. *"**Obsessed by Details**, the collection's creative principle, brings this mindset into lifestyle, turning it into a distinctive code. Materials, proportions, graphics and finishes are carefully considered, while elements of Brembo's heritage are reinterpreted through a contemporary fashion lens. The performance thus becomes something you can wear: not just an attitude, but a form of personal expression."*

Following *Colors of Speed*, the capsule collection presented at the Italian Formula 1 Grand Prix, Brembo continues to expand its presence in the lifestyle space with **a collection featuring clean lines, carefully selected materials and contemporary silhouettes**, enhanced by details that reinterpret the world of performance.
Blending technical urban wear with *gorpcore-luxe* influences, the result is a **distinctive, contemporary aesthetic** for a generation that sees fashion, design and contemporary culture as different expressions of the same language.

SEVEN EXPRESSIONS OF THE BREMBO UNIVERSE

T-shirts, sweatshirts, an overshirt, a cap, a gilet and a crossbody backpack come together in a contemporary wardrobe where **functionality, comfort and aesthetic identity** meet the visual codes of the Brembo universe.
Among the key pieces, the **Caliper Tee** transforms Brembo's iconic brake caliper into a clean, minimalist graphic, available in three colour options: grey, white and green. The **Embro Hoodie** and **Crewneck Speed** reinterpret the brand's racing heritage through contemporary silhouettes and references to speed, while the **Overshirt** brings a more sophisticated and versatile attitude.

Completing the collection, the **Seamless Cap**, **Gilet** and **Crossbody Backpack** explore a more technical, urban aesthetic designed to accompany everyday life.

Brembo's identity is always present, but never overstated. **The brand is expressed through graphics, details, textures and shapes**, allowing each product to convey its distinctive character.

BREMBO, BEYOND PERFORMANCE

With the Lifestyle Collection, **performance, innovation, design and a culture of attention** to detail move beyond their traditional boundaries and become part of everyday life.
This marks a natural evolution of Brembo's identity: from the technology that equips cars and motorcycles to a style that accompanies those who experience them. **A culture of precision becomes something to wear, interpret and make your own.**

The **Brembo Lifestyle Collection** will be available at the Brembo pop-up store at **EICMA 2026, Hall 5 – Stand O71**, and through the official e-commerce platform, **brembocollections.com, starting from November 3**.

About Brembo

Brembo is a global mobility innovation leader developing advanced solutions for vehicles and racing applications. Driven by its purpose, "Shaping a Zero-Accident Future", Brembo combines industrial excellence and digital innovation to make safety, performance and sustainability integral to the driving experience. Through its brands – AP Racing, ByBre, Brembo, J.Juan, Marchesini, Öhlins and SBS Friction – the Group delivers an integrated ecosystem of technologies, including braking systems, dampers, clutches and wheels, as well as AI-enabled software solutions. For more than 50 years, the Brembo Group has been a key player in top-level motorsport, supplying teams competing in the most prestigious championships and contributing to over 1,000 titles won. Founded in 1961 and headquartered in Bergamo, Italy, Brembo has been listed on the Milan Stock Exchange since 1995. The Group employs 16,000 people across 18 countries, with 39 production and commercial sites, 10 R&D centers and 2 Brembo Inspiration Labs. In 2025, revenues totaled €3.7 billion.

www.brembogroup.com

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