



## ***Hispano Suiza presents its online store's new collection***

*Featuring a selection of shirts, polo shirts, sweaters and accessories, the collection is currently available in EU countries and will be available globally in the near future*

**Barcelona, 30 November 2021.** Hispano Suiza presents its online store's new collection of men's apparel and unisex accessories, which can be purchased from today, November 30, by accessing the Store section of the website [www.hispanosuizacars.com/store](http://www.hispanosuizacars.com/store).

The exclusive collection consists of five main categories: shirts, sweaters, vests, polo shirts and accessories. Each of the products have been carefully selected and stand out for their high quality and style in a variety of colors and sizes that best suit individual needs.



The new Hispano Suiza collection of apparel and accessories is characterized by its modern, casual elegance as well as its quality construction and materials. An example of this are the Modern Fit shirts with spread collar that suit a semi-formal style and are comfortable to wear on everyday occasions.

Featuring a variety of timeless basics built on a chromatic palette of neutral tones, largely blues, whites and blacks, and pops of brown, green and red, the collection includes quilted vests to different models of polo shirts. There's also a range of accessories to elevate the look of any outfit.



Among them are elegant pearly brown glasses, a leather key ring, sport caps, card holders and a comfortable and practical anti-theft backpack.

The prices of the products range between €30 and €130 and in this first launch they'll be available in EU countries. If anyone from another country is interested, you can write to the contact email to consult shipping to other parts of the world.

#### About Hispano Suiza

*Hispano Suiza is a historic Spanish car brand owned by the Suqué Mateu family for four generations. Hispano Suiza Fábrica de Automóvil S.A. was founded in Barcelona in 1904 by Damián Mateu, with the help of the technical director and engineer Marc Birkigt, also a partner in the company.*

*Between 1904 and 1946, Hispano Suiza manufactured more than 12,000 high-performance luxury vehicles and 50,000 aircraft engines. Its headquarters, technical centre and manufacturing plant are in Barcelona (Spain). Hispano Suiza embodies a spirit that combines the pride of being a Spanish brand with a strong family legacy.*

*Since its foundation, four generations of the Suqué Mateu family have preserved the family brand, providing momentum and dynamism to maintain its significant heritage. Upon taking control of the company Miguel Mateu, the founder's son, continued to produce luxury high-end vehicles.*

*In March 2019 Miguel Suqué Mateu, relaunched the brand at the Geneva Motor Show where he unveiled a fully electric, truly breath-taking vehicle: the Carmen. This elegant and exclusive 1,019 hp model has been designed, developed, and built entirely in Spain. Its exterior is inspired by the classic Dubonnet Xenia and shares the values that turned Hispano Suiza into one of the greatest exponents of the luxury automotive industry, with timeless design, meticulous craftsmanship and scrupulous attention to detail. In 2020, Hispano Suiza presented the Carmen Boulogne, an evolution of the Carmen focused on sportiness and tailor-made to reflect the brand's racing heritage. It boasts 820 kW (1,114 hp), a top speed of 290 km/h and a 0 to 100 km/h time of less than 2.6 s. Thanks to the recently launched Unique Tailormade programme, based on the brand's DNA values - Heritage, Sport and Elegance - clients can choose from 1,904 ways to personalise their dream car, choosing interior and exterior details that make their hypercar truly unique. Hispano Suiza will only produce 19 units of the Carmen and 5 Carmen Boulogne. On average, building time for each vehicle is approximately seven months.*

*Hispano Suiza is part of the Peralada Group, which represents the pinnacle of luxury in gastronomy and entertainment through its global portfolio of casinos, restaurants, hotels, golf courses, vineyards, music festivals and marinas.*

#### **Notes to editors**

High resolution images can be downloaded at:

- [Press Kit Hispano Suiza](#)
- [www.hispanosuizacars.com](http://www.hispanosuizacars.com)



#### Social media

- Instagram: [HispanoSuizaCarsOfficial](#)
- Facebook: [HispanoSuizaCars](#)
- Twitter: [HispanoSuizaCars](#)
- LinkedIn: [Hispano Suiza](#)
- YouTube: [Hispano Suiza](#)

#### **Media contact**

For more information, images, videos or interviews with executives, please contact the Hispano Suiza Press Office at [press@hispanosuizacars.com](mailto:press@hispanosuizacars.com)