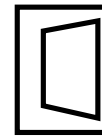




KINETIC ENERGY

Fabrizio Giugiaro

Car designer Fabrizio Giugiaro makes his fashion debut with a pair of high-performance pants.



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THERE IS a brilliant Italian car designer walking around Italy telling anybody who will listen about his pants. “They are soft and very elegant. You can travel in them for days and they’re always perfect,” Fabrizio Giugiaro says over the phone from his office in Moncalieri. “All my friends look at my pants, they can’t wait to have them.” Beyond their covetable appeal, these pants have an interesting story in which Giugiaro plays an essential role.

It started last year, after Giugiaro—who has more than 30 years automotive experience—finished designing a concept electric supercar for a Chinese company. With a turbine engine and three-seat cockpit, the vehicle looks like an upgraded police car from a dystopian crime noir. When tasked with creating a special interior to fit this futuristic aesthetic, Giugiaro was reluctant. “There are no nice cars with three seats in parallel,” he explains. But, determined to build one, Giugiaro persisted. The biggest roadblock in the process was selecting a material for the car’s interior. Upon his suggestion of classic Italian leather, Giugiaro was met with, “Give us something more.”

Enter: Edoardo Fassino, the CEO of PT Pantaloni Torino. The highly regarded Italian manufacturer of men’s pants is known for his jeans, and he worked with Giugiaro to encase the electric car’s interior with a luxury denim material that

both surprised and pleased the automotive world. Like so many of Giugiaro’s creations, this was a first, and it marked the beginning of a collaborative process between an unlikely duo. He shifted gears to fashion when Fassino then asked for help designing a performance pant. Fassino wanted to develop something stylish and wrinkle-free that could keep its wearer cool in any temperature. The result was the Kinetic Ultimate Trouser—or Kult—by PT Pantaloni Torino.

The design combines style and technology with an emphasis on functionality. From his partnership with Fassino, Giugiaro discovered that the process of making a pair of pants could be just as rewarding as designing an automobile, as long as there’s an element of innovation involved. He finessed textiles that had never before been used for clothing in order to produce high-performance, breathable bottoms with just the right amount of stretch. Despite currently juggling several massive projects, including the redesign of a nearly 100-year-old train station in the center of Milan and creating a concept car for his father’s 80th birthday, Giugiaro is still smitten with the result of his foray into fashion, calling the high-tech pants “a revolution.” So if you see Fabrizio Giugiaro walking around northern Italy, don’t forget to ask him about his outfit.

BY MICKEY STANLEY

PHOTOS COURTESY OF PT PANTALONI TORINO



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