

Volkswagen Partners with Fashion Designers to Unveil Line of Exclusive Designer... - Auto News from January 31, 2007

AUBURN HILLS, Mich., Jan. 31 /PRNewswire/ -- Volkswagen of America, Inc. has teamed up with designers Lutz & Patmos, Hable Construction and Sigerson Morrison to create a unique and exciting line of lifestyle accessories designed exclusively for the new Volkswagen Eos. The chic yet practical accessory line includes silk scarves and cashmere blankets and wraps, as well as the perfect set of driving shoes and gloves that are an ideal complement to the savvy and active lifestyle of the Eos consumer.

Volkswagen has partnered with the foremost artisans of cashmere design, Lutz & Patmos, to create two exclusive items for this spring that express style, elegance and sophistication. The Volkswagen Eos and Lutz & Patmos brands appeal to women who seek out clever design with minimalist aesthetics and an appreciation for quality. The first Lutz & Patmos accessory for the Eos -- the Origami Wrap -- was crafted from a light cashmere blend and is the ideal solution when you need to transition throughout the day and in between seasons. The next unique item, the Two In One/Sculptural Coat and Blanket for Two, is a cashmere wool blend in a choice of black or light grey, and can be worn by the driver as a sculptural coat or as a blanket for the two passengers in the backseat when the top is down.

These chic and wearable items have the ability to change functions yet, maintain their beauty, and are perfect while on the road, or even out for the night. The Lutz & Patmos cashmere accessories eloquently accentuate the Eos features and are perfect for year round occasions.

"The Volkswagen Eos customer appreciates simple design and classic, tasteful lines," said Amy Gushman, Eos marketing manager at Volkswagen. "With the introduction of the Eos accessories line for the sophisticated female, Eos owners can extend their appreciation for luxurious craftsmanship from their automobiles to their own wardrobe."

Volkswagen's line of headscarves has been creatively designed around the image of the Eos Goddess. The scarves are the perfect accessories for a top-down drive. Volkswagen has also paired with noted designers Susan and Katharine Hable of Hable Construction for a third silk scarf with a signature Hable Construction design. All of these fun and fashionable scarves can be worn on the head, around the neck or even as a belt.