

AUTOMOTIVE

Lamborghini crafts limited-edition stroller with UK's Silver Cross

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A high-performance super stroller with a design that integrates signature Lamborghini codes will launch in 2025. Image credit: Silver Cross

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian automaker **Lamborghini** and British nursery brand Silver Cross are announcing a collaboration.

Together, the companies have created "Reef Al Arancio," a high-performance super stroller with a design inspired by both businesses' storied pasts. Limited to 500 units, the pram will become available in select countries beginning early next year.

"This unique collaboration with Automobili Lamborghini gave Silver Cross the opportunity to accelerate the evolution of the baby travel system to create the Reef Al Arancio," said Nick Paxton, CEO of **Silver Cross**, in a statement.

"The bravery to challenge everything has resulted in an icon which exemplifies the authenticity of both brands."

On a roll

Silver Cross introduced the original baby stroller in 1877; now, it embraces luxury craftsmanship and precision engineering with the help of Lamborghini.

Based upon Silver Cross' "Reef 2" pram design, touches of the automaker's supercar aesthetics help bring Reef Al Arancio to a high-end audience. Signature Lamborghini codes, such as a matte powder-coated black and orange finish, premium fabrics with diagonal stitching and the brand's Y pattern, among many other details gleaned from vehicle interiors, appear on the limited-edition item.

COMING 2025: SILVER CROSS X AUTOMOBILI LAMBORGHINI. [@Lamborghini](#)

Two iconic brands unite for one extraordinary collaboration for a new era of super strollers.

Click here to receive exclusive information on the limited-edition Reef AL Arancio: <https://t.co/VIWbxvcx6d>
[pic.twitter.com/SAj7zj7ayw](https://t.co/VIWbxvcx6d)

Silver Cross (@SilverCross_UK) **September 3, 2024**

"Taking design inspiration from Automobili Lamborghini brand pillars, Brave, Unexpected and Authentic, this exclusive collaboration showcases the exceptional craftsmanship and innovation of the Silver Cross team, highlighting our attention to detail and commitment to excellence in every aspect of the design process," said Phil Taylor, design director at Silver Cross, in a statement.

The partners will unveil additional details concerning the project at next week's parenting trade show Kind + Jugend in Cologne, Germany. Silver Cross has also opened email [registration](#) to alert interested parties to new updates regarding the stroller.

Lamborghini, alongside other companies within the greater luxury automotive industry, has further extended into the lifestyle space in recent months. Following this trend, British automaker Aston Martin collaborated with German fashion house Hugo Boss on a bespoke menswear capsule in late August ([see story](#)).

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