



PRESS RELEASE

GENESIS COLLABORATES WITH ITALIAN LUXURY BRAND LARUSMIANI DURING MILAN DESIGN WEEK

- Genesis collaborates with Italian luxury fashion and lifestyle brand during Milan Design Week and the 6 Hours of Imola
- The GMR-001 Hypercar is on display at Larusmiani's iconic Milan boutique, The Automotive Gallery, alongside racing debut at 2026 World Endurance Championship in Imola
- Genesis x Larusmiani capsule collection includes apparel and lifestyle accessories
- Exclusive gala dinner at Museo Bagatti Valsecchi brings 'Son-nim' hospitality to Italy
- Collaboration follows Genesis Italian market launch earlier this year

MILAN, April 17, 2026 – Genesis has announced a special collaboration with Italian luxury fashion and lifestyle brand Larusmiani, founded in Milan in 1922.

With more than a century of Italian sartorial heritage, Larusmiani is renowned for its exceptional menswear, luxury fabrics and passion for cars, drawing inspiration from the world of automotive design and performance.

Taking place during Milan Design Week and Genesis' debut in motorsport, the Genesis GMR-001 Hypercar will be on display at Larusmiani's iconic boutique on Via Montenapoleone, The Automotive Gallery, from April 17-30. Renowned for showcasing the pinnacle of premium cars, the window display captures the intersection between design and performance that defines the Genesis brand. The GMR-001 Hypercar translates Genesis' design philosophy into raw racing potential, combining aerodynamic precision with sculptural fluidity, balancing elegance and confidence. On display during Milan Design Week, a capsule Genesis x Larusmiani collection of apparel and lifestyle accessories will also debut at the boutique and online.

Luc Donckerwolke, President and Chief Creative Officer of Genesis, comments, "This collaboration is an opportunity for Genesis to showcase how our 'Athletic Elegance' design philosophy can transcend into the fashion and lifestyle domain. Genesis and Larusmiani both share an appreciation for refined aesthetics, attention to detail and, above all, a dedication to exceptional design and craftsmanship."

Guglielmo Miani, Larusmiani's CEO, adds: "Genesis speaks a design language that Larusmiani immediately recognized — one where form and performance are inseparable, and where attention to detail is not a finishing touch but a founding principle. Bringing the GMR-001



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Hypercar to Montenapoleone and translating its lines into a capsule collection made with our Milanese artisans felt like a natural extension of what The Automotive Gallery has always stood for: the conviction that a truly exceptional automobile deserves the same gaze we reserve for great design.”

From Milan to Imola, the Genesis GMR-001 Hypercar makes its official global track debut at the 6 Hours of Imola, as Genesis Magma Racing competes in the first race of the 2026 World Endurance Championship. The new all-electric GV60 Magma high-performance model will be on display during an exclusive gala dinner at Museo Bagatti Valsecchi later this week, where guests will enjoy the signature Genesis “Son-nim” hospitality experience.

This collaboration follows Genesis’ official market entry into Italy in January and the announcement of its first two retail locations in the country, in Rome and Padua.

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