



The return of the Donkervoort clothing line

Donkervoort and Only for Men introduce exclusive Donkervoort Wear

Lelystad, 21 March 2017 – Once again, in 2017, Donkervoort Automobielen will continue to innovate, improve and expand—through the introduction of the brand new Donkervoort D8 GTO RS, and with the opening of a second location in the beautiful Classic Remise Düsseldorf (DE). More than ever, Donkervoort will be in attendance at prestigious, legendary and titillating national and international events. And that's not all! In 2017, access to the iconic Donkervoort feeling will come within reach of a much larger group of car enthusiasts. This spring Donkervoort Automobiles—in cooperation with well-known Dutch clothing company Only for Men—proudly introduces Donkervoort Wear: an exclusive, casual chic clothing line for men who identify with the Donkervoort core values.

Donkervoort Wear

Every item in the Donkervoort Wear line is designed to reflect the activities and lifestyle of the true Donkervoort driver and enthusiast. In keeping with the way Donkervoort builds its sports cars, the Donkervoort Wear collections are made of high quality materials, with exceptional attention to detail.

The first Donkervoort Wear collection by Only for Men consists of jackets, sweaters, shirts and polos that reflect the distinctive brand values of both brands. The spring collection also includes a special RS polo in honour of the brand new Donkervoort D8 GTO RS. Starting in May a number of Donkervoort Icons will also be added to the collection to further enhance the true Donkervoort feeling. One such distinctive item from this Icons Collection is a lightweight jacket that remains completely wrinkle-free in any situation. The wearer of this jacket steps out of his Donkervoort – even after a day spent displaying his driving skills on a challenging tour – fresh and fit for the limelight.

No compromise & live like you drive

Amber Donkervoort: “A fantastic new addition to the Donkervoort brand and the fulfilment of a long cherished wish. Over the past year, under the mottos ‘no compromise’ and ‘live like you drive’, we have worked closely with Only for Men to add a new dimension to the Donkervoort experience. We carefully considered questions such as ‘what is best suited to the Donkervoort driver and enthusiast?’ and ‘what is most comfortable while driving?’ Together with Only for Men we are therefore proud to unveil Donkervoort Wear. We look forward to this launch and the future further expansion of our appealing clothing line.”

Donkervoort Wear (spring/summer season) is available from March 2017 exclusively via the Donkervoort Automobielen and Only for Men webshops and Only for Men shops throughout the Netherlands.

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NOTE FOR THE EDITORS:

Donkervoort Automobielen B.V.
Amber Donkervoort
E: a.donkervoort@donkervoort.com
T: +31 (0) 320 267 050

Pascallaan 96
NL-8218 NJ Lelystad
The Netherlands
www.donkervoort.com