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Owning la dolce vita

Lamborghini opens third boutique worldwide in Richmond

They say when you've got it, flaunt it, and it's hard to flaunt any harder than tooling down your street in a Lamborghini, the cheapest of which retails for around $200,000.

But what if you don't have it and you still want to flaunt it?

Well, you can drive your Toyota Corolla to the Automobili Lamborghini Boutique in Richmond and buy yourself a Lamborghini jacket, or a hoodie, or maybe just a coffee mug.

The purveyor of ultra-exclusive, outrageously styled exotic cars has opened only its third retail shop in the world in this Vancouver suburb — the others are in Beijing and Los Angeles.

The store in Richmond's upscale Aberdeen Centre had its grand opening Saturday night, highlighted by a parade of Lamborghinis to the mall and then a fashion show displaying its "collezione" of Italian-designed sporty clothes carrying Lambo's trademark Spanish fighting bull logo.

In the last three years company officials have discovered what other ultra-luxury automakers such as arch-rival Ferrari have known for some time: A lot of people want to identify themselves, even in a small way, with la dolce vita.

"If you're a luxury brand there is always the opportunity to sell even outside the core business," says Stephan Winkelmann, president of Automobili Lamborghini S.p.A., in town for the store's grand opening.

"As long as this is giving additional profit and it's not diluting the brand, it's a must-do because a luxury brand always has a limited opportunity to grow, because a luxury business is always to produce less than demand."

THE CANADIAN PRESS

Luxury brand

- Lamborghini, headquartered in Sant'Agata Bolognese, Italy, sells on average about 2,000 cars a year.
- Last year the firm was down to sales of a little more than 1,200, 38 of which were made in Canada.

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A woman models clothes from Italian automaker Lamborghini's fashion line.