

## **ALFA ROMEO AT THE INTERSECTION OF CAR COUTURE**

*18 December 2008* - Australia's best-dressed models will be unveiled in Sydney today when INTERSECTION magazine presents an innovative collection of unique car covers at an exclusive launch at the Overseas Passenger Terminal in The Rocks.

The three car covers designed for Alfa Romeo's sexy Brera coupe are part of a collection created exclusively for INTERSECTION, a global men's lifestyle magazine that mixes fashion, art and design, culture and innovation and filters them through the prism of personal transportation.

The collection comprises designs from cutting edge global fashion labels including Sydney-based Ksubi, Maison Martin Margiela of Paris, Berlin-based Bless, New York's Adam Kimmel, Richard James of London and Tokyo-based Visvim. The Sydney event will be attended by high profile identities from the fashion, automotive, media and creative industries and follows showcases of the collection in Paris, London, Berlin and Tokyo.

The showcase of the car cover collection coincides with the launch of the Australian edition of INTERSECTION which goes on sale for A\$9.95 in early January across the country through newsagents and good bookstores.

INTERSECTION was launched in the UK in 2001 and was the first publication dedicated to style in motion. Each issue looks at how our most personal, treasured machines move us, capturing the spirit of life's journey: on the road, at sea and in the air. Defined by its stunning imagery and photo shoots and outstanding design, INTERSECTION has become the definitive seasonal guide for the leaders of taste and opinion across the globe.

INTERSECTION is about experimenting with the way we experience cars as a part of the wardrobe of our fast-paced and far ranging lives with editorial that includes interviews with cultural icons, global coverage of the latest fashions for the road and the runway, and features that investigate the impact and influence of man's favourite machines. In addition to the original UK publication, INTERSECTION now includes country editions published in the US, France, Middle East and Japan with a global circulation in excess of 330,000 copies.

Now Australia has its own 144-page quarterly edition of INTERSECTION that brings together fellow travellers who see cars, boats, bikes and aircraft as much more than a means of transport. These travellers see personal transport as a reflection of themselves: stylish, fashionable and individual and as an expression of the innovation possibilities of the human race.

Source: ItaliaSpeed