

The Unveiling of AVATR 012 – An Exclusive High-End Luxury Experience

*Second Collaboration of the Emerging Luxury Car Brand AVATR with Leading Fashion Designers.
New Model Inspired by Kim Jones' Home.*

MUNICH, GERMANY, August 22, 2024 /EINPresswire.com/ -- [AVATR](#) proudly unveils the AVATR 012, a limited-edition masterpiece that transcends traditional automotive design to create an

experience of elegance, intelligence, and emotion. Co-developed with [Kim Jones](#), Creative Director of Dior Homme and Artistic Director of Fendi Women's, the AVATR 012 represents a new era of luxury in the automotive industry.



AVATR 012 exterior inspired by Kim Jones

AVATR 0 Series – At the Heart of AVATR's "New Emotive Luxury"

The AVATR 012 follows the tradition of AVATR limited editions and is the second co-designed model, succeeding the AVATR 011—a collaboration with Givenchy's Creative Director, Matthew M. Williams—that was limited to just 500 units. These exclusive models in the 0 series redefine luxury by combining high-fashion aesthetics with advanced automotive engineering. The limited editions exemplify AVATR's commitment to pushing the boundaries of luxury in the electric vehicle market, making them must-haves for those who appreciate the intersection of art, fashion, and technology.

Design Created by Emotions; Emotions Created by Design

At the core of AVATR's design philosophy is a commitment to creating beauty that resonates on a deep emotional level. The design is a manifestation of AVATR's vision to be a user-centric premium brand, where every detail is meticulously crafted to offer the ultimate futuristic luxury experience.

The AVATR 012 is not just a car; it is a living sculpture. It captures this essence by presenting a harmonious blend of flowing lines, sophisticated materials, and cutting-edge technology that together create a timeless work of art.

Inspired by Kim Jones

The AVATR 012 merges avant-garde art with haute couture fashion, breaking the boundaries of traditional luxury automotive design. The car's liquid silver colour reflects the pure and bold architecture of Kim Jones' residence, showcasing a high-bright metallic lustre with a silky, flowing texture that exudes both elegance and dynamism.

The exclusive co-branded logo, prominently featured on both the exterior and interior, symbolises taste and identity, adding a sense of ceremony to every drive. This attention to detail is further enhanced by the custom Halo screen dynamic welcome and luminous B-pillar, elevating the experience to one of refined luxury. Inside, the collection-style interior, inspired by Kim Jones' architectural influences and personal design language, offers a sophisticated blend of ivory white and brown tones, echoing the designer's own living space and signature fashion pieces.

"This is my first time working on a car—a project that challenged me to translate the luxury I'm accustomed to into automotive design. The AVATR 012 is inspired by my home, an extension of my personality, and a reflection of the lifestyle I live. This car is not just a mode of transport; it is a personal statement, a vehicle that you can relate to and that resonates with your sense of self."

—Kim Jones on the artistic vision behind AVATR 012

Elegance with a Twist

The 21-inch forged wheels, designed with a unique hollow structure, offer both lightweight performance and a futuristic aesthetic, reflecting the vehicle's blend of movement. The high-gloss polished finish references the liquid silver exterior colour and completes the car's "elegance with a twist".

Luxury all Around

The AVATR 012's four-seat configuration combines long-standing craftsmanship with futuristic design, offering a spacious and comfortable cabin enhanced by graphene heating technology for optimal health benefits. The use of sustainable Nappa vegetable-tanned leather with fine stitching throughout the interior adds to the vehicle's luxurious feel. The second row is designed like an executive VIP lounge including a large entertainment screen - single seats with a functional centre console lift the status of the rear passenger and gives maximum comfort through integrated storage space. The comfortable rear seats recline into a lounge position.

More than Cocooning

Innovative technology is seamlessly integrated. The interior's starry sky ceiling, featuring 64-

colour patterns and ambient lighting, creates a romantic and customisable atmosphere, while the nano water ion generator ensures a fresh and clean environment.

The AVATR 012 is not just a car; it is the embodiment of the user's aspirations—an emotionally intelligent companion that stands out with bold gestures and a signature presence.

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