

# Earable Neuroscience and Tonino Lamborghini Announce Strategic Partnership To Redefine Luxury Healthy Lifestyle

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LAS VEGAS, NV, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- Earable® Neuroscience, the pioneering neurotechnology company behind the award-winning FRENZ Brainband, today announced a strategic partnership with Tonino Lamborghini, the iconic Italian lifestyle brand known for its Italian heritage, pioneering spirits in multiple fields of design, craftsmanship, and cultural elegance. Together, the companies introduced the Tonino Lamborghini SuperBrain Edition, a next-generation wearable for better sleep and focus, created to redefine the luxury healthy lifestyle. First previewed in a media briefing session at CES 2026, the collaboration marks the global debut of Tonino Lamborghini Healthy Lifestyle, with Earable selected as its very first wearable technology partner.

**“**

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*Ginevra Lamborghini, Healthy Lifestyle at Tonino Lamborghini S.p.A.*



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**A Shared Purpose: Redefining Luxury Healthy Lifestyle**  
The partnership is rooted in a unified vision of the future: peak cognitive performance and refined lifestyle expression are not separate pursuits, but a single elevated experience.

Where science and style merge.  
Where performance meets identity.  
Where wellness becomes aspirational.

Earable brings its leadership in real-time EEG technology, cognitive optimization, and AI-personalized audio therapy, while Tonino Lamborghini brings over four decades of Italian lifestyle heritage, lifestyle philosophy, and expressive timeless and bold luxury. After exploring luxury through watches, accessories, hospitality, real estate, and design, Tonino Lamborghini now makes a bold statement by extending its culture of performance into healthy lifestyle and cognitive well-being.

"Launching the first product of our Healthy Lifestyle ecosystem takes the brand I founded almost 45 years ago into a future-oriented lifestyle, together with my daughter Ginevra, the third generation of our family, without ever losing our core values. For me, luxury is a culture, a way of giving time and meaning to ourselves and this new product is a clear expression of this belief," said Dr. Tonino Lamborghini, Founder of Tonino Lamborghini S.p.A.

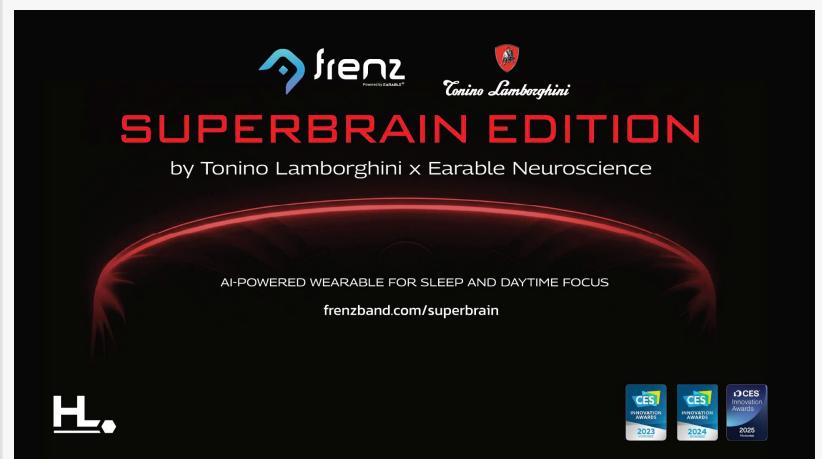
For Earable, the partnership builds on growing recognition in both technology and luxury circles. In 2025, Earable Neuroscience was honored at the Global Luxury Lifestyle Awards with the title "Best Wearable Sleep Improvement Innovation in the USA." This recognition reflects years of disciplined research, clinical validation, and a belief that mental performance deserves the same level of precision, intention, and craftsmanship as any high-performance domain. Earable has been engineering experiences that elevate how the mind prepares, recovers, and performs. SuperBrain Edition marks the first visible chapter of this next phase.

Introducing the Tonino Lamborghini SuperBrain Edition

The SuperBrain Edition is a high-end, limited edition of the new model of FRENZ Brainband, enhanced with the signature Tonino Lamborghini design and exclusive cognitive features.



SuperBrain is a statement piece of identity, intelligence, and intention, and the first expression of the Tonino Lamborghini Healthy Lifestyle ecosystem at MSRP \$1,999



Built on the award-winning FRENZ's clinically-proven sleep science features, SuperBrain extends its function to daytime usage, training people for better focus during the day

SuperBrain is a statement piece of identity, intelligence, and intention, and the first expression of

the Tonino Lamborghini Healthy Lifestyle ecosystem. Users will gain access to SuperBrain Inner Circle, which provides exclusive access to Earable's dedicated Tonino Lamborghini premium cognitive performance app. Built on FRENZ's clinically-proven sleep science features, which help users fall asleep faster and sleep deeper, the SuperBrain product takes it even further to revolutionize the form factor design to be more comfortable and extend its function to daytime usage, training people for better focus during the day.

"SuperBrain is designed for progressive-thinking individuals who are the engineer and the caretaker of their quantified self. Their success is not based on luck, but through years of training and determination, and we want to create something that truly celebrates their journey and mentality," said Kimi Doan, Chief Innovation Officer of Earable.

The Tonino Lamborghini SuperBrain Edition defines a bold new category: Luxury Healthy Lifestyle Technology, a category that elevates cognitive wellness from a functional need into a personal signature.

"Tonino Lamborghini has always celebrated creative energy, passion, and excellence," said Ginevra Lamborghini, Healthy Lifestyle at Tonino Lamborghini S.p.A.. "Since the foundation of our brand, we have explored luxury across different worlds and expressions, always in a timeless spirit, never about showing off, but about depth and meaning. Today, luxury transcends the product itself; it becomes something intimate, something that lives within us and for us - the same signature approach that defines the Tonino Lamborghini Healthy Lifestyle ecosystem: "The Luxury You Are" and SuperBrain embodies our belief that a sophisticated lifestyle must also care for the mind."

### A New Icon for Modern Achievers

The SuperBrain Edition is designed with modern achievers in mind. They are leaders, creators, entrepreneurs, athletes, and professionals who treat their mind as their most valuable asset and their lifestyle as a reflection of purpose. The next evolution of personal performance is not just doing more, but living better, beautifully, intelligently, and intentionally.

The Edition will be available in limited quantities in the first year and aims for wider distribution globally starting the second year. The SuperBrain Edition is scheduled to open for pre-order in March 2026 at an MSRP of \$1,999 with special offers for exclusive communities and groups. Interested users can already sign up at [frenzband.com/superbrain](http://frenzband.com/superbrain). The first batch delivery is scheduled for June 2026 to selected first members.

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### About Earable Neuroscience

Earable Neuroscience is an award-winning deep tech that invented FRENZ Brainband, the world's first AI-powered EEG-based wearables personalized audio therapy platform to enhance sleep, focus, and cognitive performance. Earable is backed by Founders Fund and Samsung Ventures and collaborates with academic, clinical, and industry partners worldwide.

Media contact: media@earable.ai

#### About Tonino Lamborghini

Since 1981, the Tonino Lamborghini brand has stood out for its pioneering spirit in design and timeless luxury. With a product range spanning watches, eyewear, accessories, hospitality, branded real estate and hospitality, total living, luxury beverages, and electric golf carts, the brand embodies Italian elegance, craftsmanship and sophistication.

Tonino Lamborghini Healthy Lifestyle was envisioned to meet the growing global demand for exclusive and meaningful lifestyle experiences. It is an exclusive ecosystem that redefines the concept of luxury, taking it beyond the visible and beyond the everyday – an inspiration for the soul. Not just style, but identity. An invitation to live intensely – with grace and power – in line with the brand's true spirit: bold, visionary, unmistakable. This is not just a strategic expansion, but the launch of an international, scalable, and highly recognizable platform that fully embodies the brand's DNA.

Media Contact: barbieri@lamborghini.it

Kimi Doan

Earable Inc

+1 310-686-8168

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