



FENICE MILANO: THE LUXURY OF UNIQUE

Fenice Milano is a project born in 2008 from the intuition of a young entrepreneur, who decided to invest in the development of an activity in line with the tendencies of the actual market.

Symbol of freedom and independence, **the car represents nowadays a mean through which we can express our individuality.** In a period in which **luxury** is not affected by crisis and the **quality** of high-end products is considered a main feature, **the difference is made by personalization** and by the **emotions** that the product is able to inspire in the person who chooses to buy it.

Strong of a **thirty-years experience** in the activity of modeling and realization of special components for private and racing cars, Fenice Milano enters the market of luxury cars **customization** today, offering its clients the chance to make of their car a concrete realization of their personal spirit. Exactly like one chooses the furnishing for their own living room, it becomes possible to **make unique a car** that, although already entering the market with a high level of personalization, nonetheless suffers a natural degree of alignment caused by production in series. Trusty to the concept of an **automotive 'Sartoria'** (tailor in Italian), Fenice Milano doesn't produce cars, but true art oeuvres **hand made** by its expert artisans and **'sewn' onto the client.**

An **artisanal reality**, where 30-years experienced professionals work closely with young specialists interested in the **new technologies** and where all the processes, from the technical and stylistic project to the varnishing and the plumbing, from the disassembly to the replacement of accessories and the finishing are carried out rigorously with a **particular attention to details**, which make the difference.

The choice to present **fine materials** like gold and teak, coupled with the most innovative electronic and technical instrumentation matches the request of the markets, above all of middle-eastern and Russian, that are always looking for products representing the best available on the market. All the projects are studied to offer different solutions that could anticipate the clients' needs, making the car of their dreams even more precious thus maintaining an **elegant and refined style**, immediately recognizable as **Made in Italy.**

After the realization of the very first project based on a Ferrari 360 Modena named **'Su Misura F101'**, Fenice Milano has projected many others to launch. Among these is the model **'La Dolce Vita'** Fenice Milano - a restyling of the new Fiat 500C born to answer the request of those who are looking for the maximum exclusivity and elegance in a "fashionable" car - and **'Diva'**, a touch of Italian elegance and style able to make the original Rolls Royce Ghost a true masterpiece with an even stronger personality.

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