

Media release

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## McLaren Automotive and Period Correct launch second exclusive collaboration with limited-edition 720S and 765LT inspired collection

- McLaren Automotive's second collaboration with Period Correct following the successful 2018 McLaren F1 Capsule Collection
- New, exclusive collection takes design inspiration from the 720S and 765LT
- Available at selected McLaren retailers, the collection includes premium t-shirts, a hoodie, hat and long-sleeved shirts

British luxury supercar maker McLaren Automotive and US lifestyle brand Period Correct have come together to produce their second clothing collaboration following the successful 2018 McLaren F1 inspired Capsule Collection.

Sharing a common brand philosophy of craftsmanship, utilizing exclusive materials, and taking inspiration from continual progression, the collaboration between the two pioneering companies is a natural fit.

The new, McLaren retailer exclusive collection takes inspiration from the 720S and newly launched 765LT, comprising of minimalistic design language with bold black and white logos and images centered around the iconic McLaren supercars.

With orange McLaren x Period Correct branding elements, the new range consists of premium t-shirts, a hoodie, hat and long-sleeved shirts.

Items from the McLaren x Period Correct collection are all limited in production and will not be restocked once sold out - making them a very special purchase for McLaren owners and fans alike.

The limited-edition pieces will be available to purchase at selected McLaren retailers including; Beverly Hills, Newport Beach, Charlotte, Greenwich, Philadelphia, Montreal, Toronto, Boston, Atlanta, North Jersey, Long Island, Miami, McLaren Florida. Prices start from \$40MSRP.

The collection is due for release in December just in time for the holiday season.

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Notes to editors:

A selection of high resolution images accompanying this release is available to download from the McLaren Automotive media site – [cars.mclaren.press](https://cars.mclaren.press)

### About McLaren Automotive:

McLaren Automotive is a creator of luxury, high-performance supercars.

Every vehicle is hand-assembled at the McLaren Production Centre (MPC) in Woking, Surrey, England.

Launched in 2010, the company is now the largest part of the McLaren Group.

The company's product portfolio of GT, Supercar, Motorsport and Ultimate models are retailed through over 85 retailers in 40 markets around the world.

McLaren is a pioneer that continuously pushes the boundaries. In 1981, it introduced lightweight and strong carbon fibre chassis into Formula 1 with the McLaren MP4/1.

Then in 1993 it designed and built the McLaren F1 road car - the company has not built a car without a carbon fibre chassis since. As part of the Ultimate Series, McLaren was the first to deliver a hybrid hypercar, the McLaren P1™.

2019 saw McLaren launch the 600LT Spider as well as the new GT, the track-only Senna GTR and unveiled the 620R and the McLaren Elva.

In 2020, McLaren launched the 765LT. In addition, it unveiled the all-new lightweight architecture innovated and manufactured at the £50m McLaren Composites Technology Centre opened in the Sheffield region in the North of England that will underpin the next decade of McLaren's electrified future.

To support the development, engineering and manufacture of its range of innovative sports cars and supercars, McLaren Automotive partners with world leading companies to provide specialist expertise, technology and solutions. These include AkzoNobel, Ashurst, Dell Technologies, Pirelli, Richard Mille and Tumi.

**McLaren Group:**

The McLaren Group is a global leader in luxury automotive and technology and comprises three businesses: Automotive, Racing and Applied.

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