



**MONGRIP**

MONTE CARLO

**LEGEND LIMITED EDITION**

**1993 DONINGTON PARK GP**

A blurred, tilted image of a racing flag. The flag is white with a dark border. The word 'SENN' is visible in large, dark letters on the flag. The background is dark and blurry, suggesting a racing track.



## **RACING HERITAGE. REBORN.**

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Turning Formula 1™ relics into fashion accessories.

*#RacingHeritageReborn*



**" MY GREATEST MOTIVATION IS THE DESIRE TO WIN.  
THIS IS THE GREATEST STRENGTH I HAVE."**

AYRTON SENNA  
*11 april 1993, Donington Park*



Norio Koike ©ASE

Norio Koike ©ASE



Ph. Norio Koike

Norio Koike ©ASE



## 1993 DONINGTON PARK GP

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In collaboration with the SENNA brand, MONGRIP™ has developed an iconic bracelet made from a tyre used by the three-time Formula 1™ champion in his most memorable Grand Prix, which occurred in 1993 at the Donington Park circuit.

*#1993DoningtonParkGP*



Norio Koike ©ASE



Norio Koike ©ASE



Norio Koike ©ASE

## LEGEND LIMITED EDITION AYRTON SENNA

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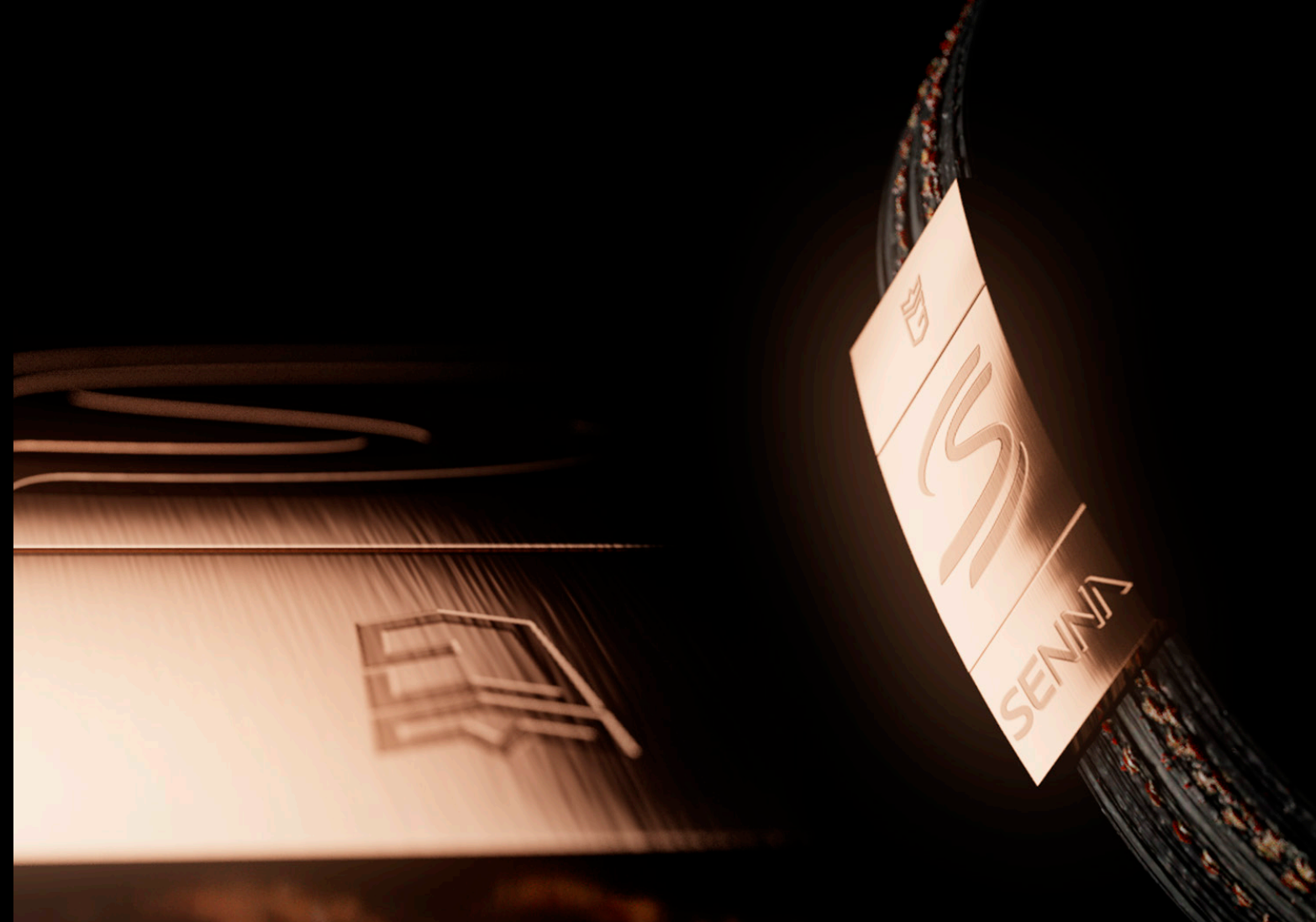
### MODEL DP93

18K ROSE GOLD & AUTHENTIC TYRE USED BY AYRTON SENNA IN 1993 DONINGTON PARK GP

Celebrating 25 years of Ayrton Senna's legacy and in honor of this unforgettable champion, **MONGRIP™** has created the first Legend Limited Edition, consisting of 161 pieces, as celebration of the total Formula 1 races Ayrton Senna competed in during his career.

*#legendsennadp93*







*#BiancaSenna*

**"WHAT I LIKE IN MONGRIP™ IS THE PASSION AND INNOVATION THEY PUT IN TURNING AUTHENTIC RACING RELICS INTO DAILY LIFESTYLE ACCESSORIES. THEY MAKE MORE THAN JUST A FASHION PRODUCT – IT'S AN EMOTIONAL EXPERIENCE. THE MONGRIP™ SENNA PRODUCT IS NO DIFFERENT; I AM GLAD WE ARE ABLE TO OFFER AYRTON'S FANS SOMETHING THAT THEY WEAR AND REMIND OF ONE OF AYRTON'S CAREER GREATEST MOMENTS."**

***BIANCA SENNA***, *Senna Brand CEO, and Ayrton Senna's niece*

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*#BrunoSenna*

**"WHAT STRUCK ME WITH THE *MONGRIP™* SENNA EDITION IS THEY WERE ABLE TO SOURCE ONE OF THE MOST ICONIC TYRES EVER USED IN F1™. THE 1993 DONINGTON PARK GRAND PRIX AS IT IS UNDENIABLY ONE OF THE MOST SPECTACULARS PERFORMED BY AYRTON. I HAVE MANY MEMORABILIA FROM AYRTON, BUT NONE ARE WEARABLE ANYMORE. THIS ONE PAYS AN AUTHENTIC TRIBUTE AND IT DOES IT IN A MODERN AND ELEGANT WAY."**

***BRUNO SENNA**, professional race driver, and Ayrton Senna's nephew*

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## MANIFESTO

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You are old only when you leave your dreams behind. We believe in personal development over business growth. Races and competitions are the sources of our strongest emotions. We all crave for genuine experiences and products that reflect our personality. We want to support self-realization through emotional products. We offer sustainable access to history, by turning racing relics into lifestyle accessories.

*#mongrip*





**SENN**



**MONGRIP**  
MONTE CARLO

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**GRIP Sarl**

7, Rue de l'Industrie

MC 98000 - PRINCIPAUTE DE MONACO

TVA: FR 18000120864

[www.mongrip.com](http://www.mongrip.com)

Born & Designed in Monaco

Made in Italy