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A NEW ERA OF STYLE AND DESIGN: THE NEXT GENERATION OF BUGATTI EYEWEAR TO BE UNVEILED AT SILMO PARIS 2025



The Bugatti Tourbillon: a supreme feat of hypercar engineering, opening a new chapter in the story of the legendary French marque. It is a chapter defined by peerless performance — but, in equal measure, ultimate elegance and luxury. As the Tourbillon advances with purpose while etching its name into automotive history, the spirit of timeless

2026 BUGATTI AUTOMOBILES S.A.S.

style is reflected yet further in the latest creations of Bugatti Eyewear — revealing its boldest collection to-date, in the forward-looking forum of SILMO 2025 in Paris.

Prior to the collection's public debut at the world's foremost hub of optical innovation, discerning guests received the opportunity to attend a private viewing at Luxury Living Paris, amidst a showcase of pieces from the Bugatti Home Collection, as the brand's valued partner.
A fitting tribute to the unrivaled savoir-faire of the City of Light, the new collection illuminates the path to 'A New Era of Design'. Led by Sascha Koettig — the CEO of OBI, Bugatti's trusted eyewear partner — a world-class team of designers redefined the essence of Bugatti Eyewear. The brand's portfolio has been reshaped with a bold new visual identity that fuses meticulous technical mastery with timeless elegance. Inspired by the exceptional beauty and allure of the Tourbillon hypercar, the collection embodies the artistry, innovation, and luxury that define Bugatti.

"With the launch of the Tourbillon, Bugatti begins a new chapter in its illustrious story. We recognized this as the perfect moment to evolve the eyewear collection in parallel — combining innovation with deep respect for Ettore Bugatti's enduring design philosophy."

SASCHA KOETTIG
CEO OF OBI

"Our redesign was about creating a strong foundation and a distinct design language for future collections to shape the evolution of the brand's identity."

KELLIE HAUTALA
CREATIVE DIRECTOR OF OBI

At the collection's core is the Tourbillon Limited Edition — a mesmerizing, 3D-printed titanium frame inspired by the aerodynamic rear design of the Tourbillon car. Staying true to Ettore Bugatti's adage of 'Nothing is too beautiful', the frame is engineered for supreme strength and flexibility, sculpted into a visually striking form.

Reflecting the preciousness of the Bugatti hypercar, only 100 pieces of the eponymous sunglasses will be produced and distributed globally — each delivered in a custom carbon fiber collector's box with a patent-pending 3D-printed polyamide case, modeled after the vehicle's intricate yet immensely strong suspension design.

"In every facet of its design, the Tourbillon embodies the essence of Bugatti: uncompromising precision; sculptural beauty, and daring creativity that defines our new era. Infused with that same spirit of ingenuity, the Tourbillon Limited Edition frame is a natural choice for discerning customers seeking effortless elegance — delivered in a way that only Bugatti can."

MATE RIMAC
CEO OF BUGATTI RIMAC

Looking ahead into the next chapter for the marque, the marriage of timeless style and masterful craftsmanship is set to thrive side by side with the Tourbillon hypercar, as Bugatti extends its partnership with OBI through to 2030 — underscoring a shared commitment to long-term growth and worldwide expansion.

"Extending our partnership with OBI not only strengthens our collaboration but also opens new and exciting pathways for the future of Bugatti Eyewear. Together, we look forward to shaping an era of quiet luxury and refined sophistication — always guided by the unparalleled craftsmanship that has defined Bugatti and will continue to shape our partnership for years to come."

WIEBKE STÅHL
MANAGING DIRECTOR OF BUGATTI INTERNATIONAL

Each frame championing the next generation of Bugatti Eyewear reflects an unwavering commitment to craftsmanship and rarity — core tenets of Bugatti's design philosophy, carried further forward into the world of hyper-luxury optics.

With the Model 36, the new collection introduces its first-ever rimless design, striking a perfect balance between weightlessness and sophistication. Echoing the bold character of the Tourbillon hypercar, the Model 100 presents a powerful navigator silhouette crafted from carbon fiber and horn in a contemporary color palette. Its design is elevated by the signature EB spring hinge and refined with mesh accents plated in Silver, White Gold, and 24K Gold.

Mirroring the exquisite craftsmanship witnessed in the creation of Bugatti's recently launched Programme Solitaire, Bugatti Eyewear launches its captivating Precious Collection. This exclusive new offering dedicated to bespoke design for the discerning collector, features frames handset by Antwerp's master artisans with certified VVS1 diamonds and precious gemstones — each creation further elevated by custom-faceted lenses, intricate engravings, and precious metal finishes.

SILMO 2025 in Paris will serve as the international stage for this grand unveiling — a spectacular showcase in the heart of the world's style capital, honoring a French marque that continues to redefine the boundaries of luxury and automotive innovation.

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