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AUTOMOTIVE COUTURE: THE ART OF COLOR, MATERIAL AND FINISH FOR THE BUGATTI TOURBILLON



In the finest fashion houses of Paris, a couturier researches and refines each fabric they use, ultimately creating something entirely singular for every client. Inside Bugatti's Atelier in Molsheim and Design Studio in Berlin, the same philosophy is at work. The latest episode of Bugatti's 'A New Era' documentary series steps inside the world of customization to reveal how the Color, Material and Finish (CMF) team

2026 BUGATTI AUTOMOBILES S.A.S.

is redefining what individualization means for the Tourbillon[1], and for Bugatti itself.

CMF is the discipline that determines every tactile and visual element of a car's interior and exterior. At Bugatti, it has always been a field of extraordinary ambition. With the Tourbillon, that ambition evolves into something greater still, what Bugatti calls 'automotive couture': a process without limits. One where sparkles and even diamonds can be added to the paint, and where every customer receives the best possible configuration for their interior.
Leading that process is the Head of CMF, Sabine Consolini, who — together with her team — oversees all material development at Bugatti, from series production to the most bespoke commissions imaginable. The Bugatti Design Studio, home to the CMF team and where invited customers attend private configuration sessions, serves as both workshop and gallery: a place where materials are born, tested and presented in the context of the hypercar they will inhabit.

The Tourbillon marks a new chapter in how far that individualization can go. Fabrics, never previously offered in a Bugatti, are now part of the palette. The team researched manufacturers from the fashion industry, adapted their materials for the demands of the automotive environment, and arrived at a collection that has no precedent in the segment.

> "The fabrics we are introducing have never before been used in Bugatti's history, something we are now able to offer with the Tourbillon. We conducted extensive research, working with companies that typically create textiles for the fashion industry. By adapting their unique characteristics for automotive application, we are proud to bring these materials to our customers."
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> SABINE CONSOLINI
> HEAD OF CMF AT BUGATTI

Among the most extraordinary examples is a hand-woven textile produced in Kyoto, Japan, incorporating metallic yarn and washi paper strips, brought together in a weave of remarkable depth and softness. Alongside it, a refined knitted fabric in which metallic yarn catches the light to create a three-dimensional, sparkling effect.

> "Customers can personalize these materials entirely on demand, with the freedom to select and define their own patterns. Each version is developed exclusively for a single client, making every piece truly unique. This is the very essence of haute couture, taken to the level of Bugatti Sur Mesure."
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> SABINE CONSOLINI
> HEAD OF CMF AT BUGATTI

The team has also developed a signature Bugatti fabric in four different colors, with the EB monogram worked subtly into the weave, to be featured throughout Tourbillon's interior.

Bugatti's material philosophy remains intact throughout: what you see is what you get, and what you get is always real. Leather for the Tourbillon has been redeveloped using a new tanning process that renders it measurably softer than before. Aluminum features throughout both the exterior and interior, with a clear presence in the center console, the controls, and most notably in the instrument cluster, itself inspired by the world of watchmaking. The cluster's interchangeable back plates draw directly on traditions of haute horlogerie, with finishes developed alongside the same Swiss manufacturer responsible for the Tourbillon's celebrated analog dials.

Glass, too, has been brought into the interior in an entirely new way. The center console features a single, formed glass piece, available in multiple shades of color — a challenge that required close collaboration with material specialists to achieve.

> "Bringing this to life was a significant challenge, as the glass is crafted from a single piece. Through close collaboration with our experts and specialist suppliers, we succeeded in developing it not only in a transparent finish, but also in a variety of colored shades."
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> SABINE CONSOLINI
> HEAD OF CMF AT BUGATTI

The color story of the Tourbillon reflects the same refined sensibility. Rather than high-contrast statements, the palette is built around nuanced tones, colors with depth and character that complement the elegant and harmonious design of the Tourbillon. For those customers who wish to go further still, to commission a material or color developed specifically for them and no one else, the Design Studio is the place where those conversations happen.

> "The Tourbillon represents a shift in what individualization means at Bugatti. We have always believed that every vehicle we create should be an expression of its owner, but with the Tourbillon, we are going further than ever before. When a customer leaves our Design Studio with something that has been created for them alone, that is the ultimate expression of what Bugatti stands for."
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> FRANK HEYL
> BUGATTI DESIGN DIRECTOR

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[1] Tourbillon: This model is currently not subject to directive 1999/94/EC, as type approval has not yet been granted.