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BUGATTI AND CHAMPAGNE CARBON REVEAL ‘LA BOUTEILLE SUR MESURE’



Bugatti has revealed the latest cutting-edge innovation in its partnership with Champagne Carbon: ‘La Bouteille Sur Mesure’. Inspired by the near-limitless personalization options of Bugatti’s bespoke ‘Sur Mesure’ service, ‘La Bouteille Sur Mesure’ exhibits the highest levels of tailored craftsmanship, design and technology to create not just a bottle of champagne, but a work of art.

2026 BUGATTI AUTOMOBILES S.A.S.

'La Bouteille Sur Mesure' is revealed less than a year after the creation of the one-of-one 'La Bouteille Noire', a 15-liter bottle of Champagne Carbon vintage housed within a sculptural case inspired by the Bugatti La Voiture Noire[1]. A total of 314 individual sheets of prepreg carbon fiber — no different to the material found in Bugatti's hyper sports cars — were used. Its cooled interior was lined in fine grain Havana brown leather, the very same material used in La Voiture Noire.
What started with one extraordinary bottle and case now evolves into a varied line-up of bespoke products never before seen in the world of viniculture. Both an unrivalled service and product, 'La Bouteille Sur Mesure' consists of three customizable main pillars: the Bugatti-inspired sculptural case, the Champagne Carbon hand-crafted carbon fiber bottle and the finest champagne that rests within. Each element can be tailored to a customer's preference.

Launching with sculptural representations of the Mistral[2], Bolide[3], Divo[4] and Chiron[5], buyers have the ability to reimagine their own Bugatti vehicle, or explore entirely new creations and designs should they wish to. Each 'La Bouteille Sur Mesure' champagne case contains captivating elements of its inspired model, capturing the iconic Bugatti vehicles in their very essence. Distinctive bold lines, extreme curves, striking spoilers; the smallest and most intricate of details can be found in the exterior of each case.

This near-infinite level of customization extends to the carbon fiber bottle nestled inside, with exclusive materials available for its finishing, including the world's first photoluminescent forged carbon fiber bottle. Customers will also have the ability to choose from a range of Champagne Carbon's finest vintages to include within their 'La Bouteille Sur Mesure'.

The Champagne Carbon For Bugatti Collection of vintages has previously included the B.01, a 2002 vintage made from 90% Chardonnay and 10% Pinot Noir grown during a year of successive hot days and cool nights, creating an intense flavor in the grapes. The B.02 was a 2006 vintage Blanc de Blancs Grand Cru and the B.03 a 2013 Blanc de Blancs; an intense and fresh wine produced by a cold and wet winter, followed by a cool spring and a late grape harvest.

Just like 'La Bouteille Noire', each case is truly a piece of art, featuring the same hand-crafted process of creation used by Champagne Carbon to create 'La Bouteille Noire'. Innovative technology runs through each build, with the option of installing an automatic solid-state thermodynamic cooling cell — technology found in orbiting satellites — together with 14 high-end fans circulating cool air within the case, to ensure the precious champagne is kept at the perfect temperature.

Wiebke Ståhl, Managing Director at Bugatti International, commented: ''It is so interesting watching Alexandre Mea and Champagne Carbon generating inspiration from whatever we do at Bugatti — be it the design, the technology or the materials we use. When they saw the variety of options Bugatti offers in its 'Sur Mesure' program, they immediately jumped onto the idea and wanted to offer something similar for the champagne and bottles created for Bugatti. These highly individualized and luxurious bottles will be the perfect match to every customer's hyper sports car.''

Alexandre Mea, CEO at Champagne Carbon, said: ''Although Champagne Carbon and Bugatti are steeped in history, we are always looking for ways to create entirely new experiences for our customers. More than simply a champagne, we wanted to create a truly unique lifestyle experience, and this is what 'La Bouteille Sur Mesure' delivers. Normally shared between two people at any one time, the Bugatti experience, reimagined, can now be shared amongst many

in the same moment, as ‘La Bouteille Sur Mesure’ pours up to 150 glasses of our house’s finest vintage champagnes, with a bespoke Bugatti inspired sculptural masterpiece center stage.’’

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[1] La Voiture Noire: WLTP fuel consumption, l/100 km: low phase 43.3 / medium phase 22.2 / high phase 18.0 / extra high phase 18.3 / combined 22.3; CO2 emissions combined, g/km: 506; efficiency class: G