BUGATTI AND LEGENDARY OPTICAL DESIGNER LARRY SANDS LAUNCH THE FIRST-EVER BUGATTI EYEWEAR COLLECTION



A daring, bold and trendsetting optical collection spanning nine distinct styles across 37 statement pieces has been unveiled as part of the Bugatti Brand Lifestyle's all-new eyewear collaboration.

Launched at a prestigious private event at the hotel Principe di Savoia in Milan, Italy, Collection One brings together the essence of the Bugatti brand as the pinnacle in automobile luxury, performance and design with the genius of Larry D. Sands, a freethinking pioneer in the optical fashion space.
The nine-style set comprising of 37 pieces available in different materials — including palladium, 925 sterling silver, carbon fiber and Macassar ebony — melds heritage with modernity,

delivering a visual identity that is stimulated by past and present iconic Bugatti design languages but reinterpreted in contemporary optical aesthetic form that embodies the world of tomorrow. Taking inspiration from Ettore Bugatti's vision — ''If comparable, it is no longer Bugatti'' — Collection One successfully captures and transfers Bugatti's core values into exclusive eyewear pieces that are at the vanguard of fashion, creating desirable and luxurious accessories. Such hallmarks can only be envisioned, formed and then fully realized by a true leader in their respected field, which is why Bugatti sought to collaborate with the very best when launching its new eyewear collection.

To state that Larry is a trendsetter in the optical fashion world would be an understatement; his career, spanning over 60 years, is legendary, having helped shape, create and execute an incredibly wide range of eyewear pieces and collections for the leading fashion houses and eyewear brands.

''When I got the call from Bugatti, I was a little surprised, but to be approached by the world's most powerful and luxurious auto manufacturer, to create their eyewear, was an honor,'' he said. ''Everything I do is unexpected, and Bugatti Eyewear is some of my most unexpected work yet. Expectation is the enemy of creativity.''

The creative synthesis between Larry and Bugatti to create eyewear that stands true to Ettore's vision took two years to complete. Harnessing the alchemy that can be brought to the fore when two pioneering visionaries work together, Collection One goes beyond current design norms and boundaries.

Materials and manufacturing techniques never seen before in the eyewear industry were developed and employed to create Collection One. Each piece is meticulously crafted in Japan, from solid 925 sterling silver trim with genuine 18k gold and palladium; the most expensive materials in the world.

The use of Positive Vapor Deposition (PVD) — a process in which a solid material is vaporized in a vacuum and deposited onto the surface of the product — is another key breakthrough for the eyewear industry that's been first successfully employed during the creation of Collection One. The PVD acts as a Diamond Like Coating, a surface that is highly resistant to wear and is also used throughout the development and production of Bugatti automobiles.

The use of carbon fiber and Macassar ebony is another impeccable design iteration that pays homage to Bugatti's automobiles, as does the use of the famed red enamel Macaron. An intricate custom wirecore, developed in sheets to mirror the timeless grill pattern that adorns each Bugatti hyper sports car's horseshoe radiator, forms an exquisite fusion of the 'then' and 'now' on each of the 37 examples.

Wiebke Ståhl, Managing Director of Bugatti International, added: ''The decision to partner with such an auspicious, revered and experienced artist as Larry Sands is testament to our shared design ideals and vision for outstanding quality to achieve truly iconic products. Creating this new luxury eyewear is also key to our portfolio as it closes a strategic gap in Bugattis diversified brand lifestyle collection; I couldn't be more excited to finally launch our new Bugatti Eyewear!''

Collection One was showcased at the MIDO Optical Trade Show on February 4 2023 in Milan, Italy, and will be available in highly exclusive boutiques. Retail prices from $1,295 to $15,000. Further information will be available soon on www.bugattieyewear.com.

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