BUGATTI BRAND LIFESTYLE: AUTHENTIC BUGATTI EXPERIENCES IN NEW SPHERES BEYOND AUTOMOTIVE



In the last 12 months, Bugatti Brand Lifestyle — the luxury product division of Bugatti — has continued its strategic growth plan, achieving its best financial year ever. With ambitious new partnerships and authentic collaborations with the world's leading brands, the foundation for further growth in 2024 has been laid.

2026 BUGATTI AUTOMOBILES S.A.S.

Bugatti Brand Lifestyle's approach treads a different path to traditional brand licensing work. The business takes great care and consideration to select world-renowned companies that share its values and quality expectations, resulting in products steeped in Bugatti's incomparable DNA. Even without owning a Bugatti automobile, enthusiasts of the brand can experience the peerless heritage and style associated with Bugatti. This focused strategy in the brand's expansion trajectory has paid off: Bugatti Brand Lifestyle achieved double-digit percentage growth year-on-year.
The announcement of Bugatti's first-ever real estate project in the heart of Dubai in May, Bugatti Residences by Binghatti, was perhaps the greatest example of this unique approach in 2023. Not content to simply apply the Bugatti name to a breathtaking building, both brands worked together to design an experience that fully encapsulated the character of the brand as well as the Bugatti lifestyle. In order to make sure each of the 171 Riviera Mansions and 11 Sky Mansion Penthouses uniquely embody the hyper sports car manufacturer's core identity and uncompromised design approach, Binghatti architects immersed themselves in the Bugatti brand for months before embarking on their initial sketches.

Offering a completely new 'Art of Living' in Dubai, Bugatti Residences represent the quintessence of the Bugatti lifestyle. A place where some of the brand's other longstanding partnerships come together to create a true home for the Bugatti universe, adorned with sensory-rich technologies co-curated with TIDAL that immerse occupants within a soundscape realm like no other. Revered around the world, the TIDAL for Bugatti Royale speakers are a true revolution in the audio world, judged by the sharpest audio experts as one of the most authentic translations of recorded music into the real world. The richest sounds, the most silent pauses and the most dynamic range of pitch and tone. Just like a Bugatti hyper sports car, their performance provides a truly incomparable experience that encompasses all the senses.

Beautifully elegant furniture pieces — crafted especially for the Bugatti Residences by long-time partner, Luxury Living Group — create a modern and trendsetting interior aesthetic within each living space. A new Bugatti Home collection will debut at the Salone del Mobile in Milan in April this year. Drawing inspiration from Bugatti's rich and diverse heritage of its legendary hyper sports cars, this new set, designed and produced in Italy, employs the brand's iconic patterns, incorporates modern and uniquely developed fabrics and introduces a fresh perspective on the famous Bugatti shapes. To offer a collection that reflects Bugatti's history and is imbued in its visual identity, yarns are even customized and dyed in the iconic Bugatti blue.

Bestowing to a wider reaching audience the sensory aural thrill of a Bugatti hyper sports car is the 2023 collaboration with Master & Dynamic, the New York-based premium audio brand. Making the Bugatti-inspired sound experience portable, the personal sonic solutions blend design artistry — including Bugatti colors and shapes inspired by the famous Bugatti horseshoe grille — with the very latest soundscape technology.

Offering a glimpse of Bugatti's track-only hyper sports car that will be produced in Molsheim later this year is the beautifully intricate LEGO Technic Bolide. First revealed in black and yellow — the favorite colors of Ettore Bugatti — and then additionally released in Bugatti blue, the LEGO Technic Bolide represents one of the rare LEGO Technic collaborations to be subsequently offered in an additional livery; a true mark of trust further underlining the success of the partnership.

Positioning Bugatti in a new segment, Bugatti Eyewear — created with legendary optical designer Larry Sands — launched two collections last year. Two years were necessary to

perfect the design of each limited piece. Thoroughly crafted in Japan Bugatti Eyewear features solid 925 sterling silver trim as well as genuine 18k gold and Palladium; the most expensive materials in the world.

Bugatti's partnership with Asprey — one of the oldest and most luxurious British houses bearing over 240 years of heritage — continues to push the boundaries of craftmanship. Pairing a physical objet d'art and NFT generative artwork, the Asprey Bugatti Egg Collection is an unparalleled blend of history and innovation. A true piece of jewelry echoing Asprey's savoir-faire, exposing a precise sterling silver diamond weave lattice that features the famous 'Dancing Elephant' motif. The new collection is the first time the two brands have utilized a state-of-the-art technique of using the equation of the egg shape of the actual sculpture as an NFT on the Bitcoin blockchain, thereby ensuring the artwork will last indefinitely in a new form of expression.

2023 also marked the launch of Bugatti Brand Lifestyle's first collaboration with adidas — the brand leader in the world of football; official supplier and sponsor of the most important football tournaments, the world's top clubs and greatest athletes in the game. Both brands' products stand for innovation, perseverance and speed. Featuring two brands at the vanguard of their craft, the first ever adidas X Crazyfast Bugatti football boot is finished in the iconic Bugatti Blue and incorporates the use of a carbon fiber inlay echoing the carbon fiber used on the Bugatti cars. Only 99 pairs were produced, with all pairs successfully auctioned in a state-of-the-art web3 auction powered by cryptocurrency.

> "Looking back at what we have achieved in the past 12 months, I want to first thank my team. Although we are just a small equipe, we have delivered exceptional results, growing three-fold in just four years. Forming and keeping partnerships at such a high level, with brands that share our vision and developing products that exude excellence in every element, is at the core of Bugatti Brand Lifestyle's holistic strategic approach. Global household-name brands like adidas have recognised the strength of our focused brand building plans, creating a halo effect over both our businesses, that doesn't just spread awareness, but builds brand equity. This is the positive springboard that we'll use as momentum to further excel in 2024."
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> WIEBKE STÅHL
> MANAGING DIRECTOR OF BUGATTI INTERNATIONAL

In addition to strengthening existing partnerships throughout the course of the next 12 months, Bugatti will soon launch a brand-new e-commerce platform; a new digital home for all Bugatti products and partners. This new e-commerce platform will be a unique place for customers to embrace the lifestyle of the brand and discover its rich portfolio.

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