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BUGATTI CELEBRATES ITS BIRTHDAY WITH A NEW LOOK



Anniversary celebrations are not only a celebration of past achievements, they also mark the beginning of a new chapter. Audes Group is proud to be a part of the next chapter in the Bugatti history book, becoming the hyper sports car manufacturer's licensing partner for the next three years.
This synergy combines two companies in the shared commitment to tell the identity and heritage of a brand such as Bugatti through collections of clothing and accessories. The Geneva International Motor Show 2019 gives a perfect stage for the presentation of the new "110 ans Bugatti"- Collection — designed and produced by Audes in cooperation with Bugatti —, this way celebrating the 110th anniversary of the foundation of the French car manufacturer.

"The Geneva International Motor show 2019 has seen a worthy celebration of our 110th anniversary, with the world premiere of 'La Voiture Noire', the world premiere of the Chiron Sport '110 ans Bugatti' and now the official announcement of our new capsule collection", explained

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Stephan Winkelmann, President of Bugatti. After signing the official contract with Alessandro Bozzoli, CEO and founder of Audes Group, on the Bugatti stand at Geneva International Motor show, Winkelmann concluded: ''In the Audes Group we have found the right partner for this new collection.''

"Working with Bugatti is an honour and an ambitious challenge. Bugatti isn't just any car manufacturer — it is a global icon of sportiness, class, luxury, technological performance and that celebrates the incredible milestone of 110 years of history", underlined Alessandro Bozzoli, CEO and founder of Audes Group. "We created the collection '110 ans Bugatti' inspired by hyper sports cars of Bugatti and the values that these embody. Obviously, the garments and accessories have been designed exclusively for Bugatti."

The capsule collection consists of both men's and women's clothing and accessories, 34 in total to start with: From T-shirts to jackets, sweatshirts and caps to accessories such as power banks, key rings, notebook bags and credit card holders. A collection of high quality materials and workmanship, reflecting the prestige and luxury that distinguishes Bugatti. The historical heritage of the brand is celebrated through the use of details, iconic logos such as the Bugatti Macaron and the one made specifically for their 110th birthday and the sketches that trace the story of Bugatti through its iconic cars.

The collection will be made available starting from April in the Bugatti dealerships worldwide, as well as the wholesale partners of the Audes Group, and, of course, online. Customer care will be handled directly by Audes. For now, it can be seen on the all-new Bugatti stand at Geneva International Motor show 2019 in halls 1 and 2 until March 17th.

Alessandro Bozzoli of Audes Group, concluded: ''Joyeux anniversaire Bugatti! The history continues. Together.''