BUGATTI EYEWEAR INTRODUCES COLLECTION FOUR



In Milan, a city where design is both created and lived in every walk of life, Bugatti Eyewear introduced Collection Four — the latest expression of its evolving design philosophy — during an exclusive, by-appointment-only preview set against the backdrop of the Milan Eyewear Show. The private presentation marked a moment of quiet confidence, where precision engineering and refined aesthetics converged in Bugatti's inimitably elegant fashion.

The unveiling proceeded within the Bugatti Home Atelier by Luxury Living Group — an intimate and carefully curated environment dedicated to the brand's wider lifestyle universe. Punctuated

by an intimate cocktail event offering selected customers a private viewing of the collection, the Milan showcase proposed an immersive encounter with the fourth eyewear collection — one that builds seamlessly on the renewed design direction first revealed at SILMO Paris last September.
With Collection Four, Bugatti Eyewear enters a new chapter of its design journey. The collection introduces a restrained visual language defined by architectural balance, thoughtful proportions and an emphasis on material purity. Subtle logo expressions, precise surface treatments and hand-painted enamel detailing on the iconic Bugatti macaron are the fruits of an artisanal approach echoing the same meticulous craftsmanship that is woven into every Bugatti vehicle.

At the core of the collection lies a newly developed titanium construction, conceived to harmonize technical performance with understated elegance. Each frame has been carefully engineered to deliver both form and function, incorporating a lower bridge fit, a shallower frame curve, and interchangeable silicone and titanium nose pads for enhanced adaptability. Ultra-thin, flexible titanium temples complete the structure, resulting in eyewear that feels remarkably light while offering strength, durability and personalized comfort across a diverse range of face shapes.

Collection Four expands Bugatti Eyewear's design vocabulary through seven new frame concepts; each guided by a philosophy of timelessness and quiet luxury, brought together in a symphony of beautiful detailing, tactile precision and a sense of effortless wearability.

Three all-new sunglass designs articulate the unique Collection Four vision through confident, contemporary forms shaped by precision and balance. Model 111 presents a bold yet elegant interpretation of the classic aviator, crafted entirely in titanium to achieve a sense of architectural purity combined with remarkable lightness. Complementing this statement piece, Models 101 and 102 introduce contemporary navigator silhouettes that combine acetate and titanium fronts, creating a refined interplay of materials that adds depth, contrast and a distinctly modern sensibility grounded in timeless proportions.

> "With Collection Four, we continue to shape an unparalleled identity for Bugatti Eyewear; one defined by precision, longevity and quiet strength. Through our partnership with OBI, we are able to translate these values into products that resonate with a global audience, while remaining true to our brand's DNA."
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> WIEBKE STÅHL
> MANAGING DIRECTOR OF BUGATTI INTERNATIONAL S.A.

A further, freshly updated set of pieces continues this dialogue between innovation and refinement. Model 50 explores a sophisticated balance of structure and warmth through its titanium and acetate combination front while Model 56 distills the collection's design philosophy to its purest form — an ultra-light, all-titanium round frame that showcases material precision, technical mastery and understated elegance. Completing the range, Models 60 and 61 reinterpret ultra-thin acetate optical frames with newly developed titanium temples and adjustable titanium nose pads — enhancing comfort, adaptability and architectural finesse.

Presented within the Bugatti Home Atelier, the Milan preview underscored the brand's close relationship with design, craftsmanship, and lifestyle — positioning Collection Four as a natural extension of the Bugatti universe, where engineering excellence and contemporary luxury exist in perfect balance.

Bugatti Eyewear Collection Four will be available at Bugatti.store, select authorized retailers and dealerships starting Spring of 2026.

For more information or special inquiry, please visit: bugattieyewear.com.

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