BUGATTI HOME OPENS ITS FIRST ATELIER IN MILAN DURING DESIGN WEEK



Bugatti Home unveils its first Milan Atelier, an exclusive design studio and exhibition space where innovation, customization, and artistry converge. Located in the prestigious Palazzo Chiesa, in the heart of Milan's Design District, this permanent venue is more than a showroom — it is a dynamic environment where the Bugatti Home Collection is showcased, alongside a dedicated area for personalization and configuration. The Atelier — a bold expression of Bugatti's DNA — is an immersive environment where clients and designers can explore the endless possibilities of bespoke interiors. A striking interplay of

2026 BUGATTI AUTOMOBILES S.A.S.

metallic partitions, deep Bugatti Blue accents, and a meticulously curated material selection defines a space built around exclusivity, avant-garde design, and precision craftsmanship.

At the core of the Bugatti Home Atelier experience is the Configuration Studio, a dedicated space where visitors can discover a refined selection of materials, finishes, and textures, carefully curated to express the vision and excellence of the brand. Just as the Molsheim Design Studio allows for the ultimate personalization of Bugatti hyper sports cars, the Milan Atelier offers a bespoke approach to interior design, where every detail is a tribute to innovation, enabling truly tailor-made creations that embody the perfect fusion of aesthetics and performance.

> ''The opening of the first Bugatti Home Atelier in Milan marks a milestone in our global expansion strategy. This exclusive space is not only a testament to our commitment to excellence but also a place where clients can immerse themselves in the Bugatti world, personalizing every detail to reflect their unique vision. The Milan Design Week provides the perfect stage for this unveiling, following the successful openings in Paris and Dubai.''
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> ANDREA GENTILINI
> CEO OF LUXURY LIVING GROUP

2025 CAPSULE COLLECTION: THE NEXT EVOLUTION OF BUGATTI HOME

The opening of the new Milan Atelier also marks the launch of the latest Bugatti Home Capsule Collection, unveiled just one year after the debut of the 3rd Collection in 2024. Designed with the same uncompromising pursuit of excellence, these new pieces embody a perfect equilibrium between sculptural forms, aerodynamic fluidity, and impeccable artistry. Each piece is an evolution of the brand's signature, merging cutting-edge vision with the timeless elegance of Bugatti's automotive heritage.

The collection introduces the striking TYPE_18 dining chair, where the curved aluminum structure creates a bold interplay of movement and lightness. Its sculptural base, shaped by an extreme metal torsion, gives a sense of energy in motion, while the sleek rear shell recalls the aerodynamic fin, reinforcing the chair's connection to Bugatti's hyper sports cars.

Echoing these fluid lines, the new TYPE_17 armchair reinterprets the iconic C-Line, a hallmark of Bugatti design. Its seamless aluminum frame sculpts the armrests, offering a sense of movement and capturing the aerodynamic purity that defines the brand's DNA. A bold, sculptural centerline extends along the backrest, enhancing its dynamic silhouette, while plush

leather or fabric cushions introduce a refined contrast between technical precision and supreme comfort.

Drawing inspiration from nature, the new TYPE_19 bed translates the power and fluidity of ocean waves into an architectural statement. The gently curved headboard, formed by two seamlessly paired elements, is accentuated by a metal profile engraved with the 'EB' logo, adding the brand's signature touch. The subtly recessed feet create a floating effect, evoking a sense of lightness and suspension.

Completing the collection, the TYPE_20 bar stool captures the essence of Bugatti's balance between refined artistry and pure performance. The seat upholstery features intricate hand stitching, either tone-on-tone or in contrast, a subtle nod to Bugatti's automotive craftsmanship.

THE ART OF DETAIL: BUGATTI HOME ACCESSORIES

To complete the Bugatti Home experience, a new line of accessories brings an added dimension of luxury and material innovation. Among these, the Murano-blown blue vases stand out as true masterpieces where the centuries-old expertise of Venetian glassmakers meets Bugatti's avant-garde vision. Echoing the vision of each Bugatti hyper sports car since Ettore Bugatti, these exceptional pieces embody a dialogue between heritage and contemporary design, their fluid forms and deep hues capturing the essence of movement and light.

Further enriching the collection, sophisticated throws in precious cashmere feature quilted 3D textures, drawing inspiration from historic Bugatti patterns. Trays exude bold aesthetics, while vases reinterpret the look and feel of antique porcelain through cutting-edge 3D printing technology. The exploration of materiality continues with enamel-coated copper glasses, a testament to Bugatti's pioneering approach to materiality.

For moments of leisure, an exclusive backgammon set in wood and leather, inspired by the Bugatti universe, transforms the game into an experience of refinement, strategy, and passion for competition — a tribute to the spirit of excellence that defines Bugatti Home.

"The city of Milan is synonymous with the worlds of design and fashion. The new Bugatti Home Atelier draws on this inimitable spirit, playing a pivotal role in expanding the Bugatti Home Collection and our exclusive furniture selection worldwide. It has been designed to meet our customers' growing demand for bespoke luxury and expressing their personality; hence offering a unique, tailored experience to clients everywhere is key.
Each exquisite, Italian-made piece seamlessly fuses tradition and innovation. Like every Bugatti car, each material, color, and trim is chosen by the customer; every project is commissioned entirely to order and crafted with meticulous care to ensure perfection in every detail. From start to finish, it is truly an honor to bring our customers' dreams to life."

WIEBKE STÅHL

MANAGING DIRECTOR OF BUGATTI INTERNATIONAL

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