BUGATTI LIFESTYLE — A COLLECTION FOR THE LITTLE BUGATTI ENTHUSIASTS



With the launch of the new Bugatti Junior collection, the brand continues its successful presence in the exclusive world of luxury children's fashion.

The new Bugatti Junior collection expresses the brand's identity through key design and brand elements such as the Bugatti macaron emblem or the French tricolore band. Core brand colours are Bugatti red, black, white and the famous Bugatti blue. The technological world of the Bugatti hyper sports cars from Molsheim is referenced through the use of silver foil and metallic colours in stark contrast to black and white. Personalized high quality patches and bands with logo

prints adorn the items. The patterns include references to Bugatti's racing heritage, and a number of prints show Bugatti models in artistically meaningful representations. Overall the collection showcases three design orientations: a classic line in red, white and blue, a racing line with a focus on vehicle design and a high fashion line with a minimalist use of logos and colours.
The collection consists of 180 pieces and ranges from newborn and toddler for the ages from 1 to 3 years as well as kids in the age group of 4 to 16 years and accessories like base caps, both for boys and girls with a small range of classic sporty girls styles. The Newborn collection is made from high quality Pima cotton and offers a full range of matching accessories such as baby bags, baby blankets and baby nests.

Bugatti developed the new Junior collection in close cooperation with the German company Püttmann, a long standing specialist for high end children's fashion. The new partner perfectly reflects the core values of Bugatti in terms of enduring luxury, exclusivity, timeless design and exquisite quality.

The Bugatti Junior collection is available online at www.bugattistore.audesworld.com, in the showrooms of Püttmann and selected kids boutiques from mid December 2020.