

BUGATTI OPENS SHOWROOM AND LIFESTYLE BOUTIQUE IN TOKYO



Under the motto of “The Blue of Tokyo” Bugatti celebrated the inauguration of its new showroom in the Japanese capital on Tuesday evening.

The French luxury brand’s partner in Japan is the AOI Group. Bugatti Tokyo is the first facility of the super sports car manufacturer in the world to combine a vehicle showroom and a stand-alone lifestyle boutique under one roof. At the same time, the dealer, located in the fashionable district of Aoyama, has the first facility in Asia with the new Bugatti brand design and the third in the world following New York and Miami. Other showrooms including a lifestyle boutique are planned to follow in Monaco and Munich over the next few months. Bugatti currently has 28 dealers in 14 countries.

“Japan is the most significant market for Bugatti in the Far East,” said Dr. Stefan Brungs, Member of the Board of Management of Bugatti Automobiles S.A.S. responsible for Sales, Marketing, Customer Service and Brand Lifestyle. “In the AOI group, we have a highly ambitious and experienced partner who has created a wonderful home for our brand and the best starting position for the next Bugatti super sports car to hit the road in Japan.”

Bugatti Tokyo is located in the elegant city district of Aoyama where all the Japanese and international luxury brands have their flagship stores — the perfect environment for the French luxury brand. The fact that both super sports cars and Bugatti Brand Lifestyle are housed in the building is visible even on its façade. At the entry to the showroom, visitors pass through a large aluminium archway with a Bugatti logo inspired by the distinctive horseshoe radiator that features on Bugatti super sports cars. The signature of Ettore Bugatti, which also serves as the logo of the Ettore Bugatti Collection, features prominently above the second storey, reminding visitors of the boutique inside. This is the second standalone boutique following Bugatti’s first boutique which was opened a year ago in London, Knightsbridge.

Bugatti Tokyo takes up three storeys covering an area of 300 sqm in total. In a 40 sqm private lounge located in the elegant basement Bugatti customers have the opportunity to configure their new car. The vehicle showroom is situated on the ground floor. Like the customer lounge it has the elegant new showroom design of the brand, dominated by Bugatti’s characteristic blue colour. It is here, near to the demonstration vehicle, where the Bugatti Performance Collection is presented.

The ground floor has white marble flooring and walls covered with glass and light grey leather. Via a stairway with a carpet in Bugatti-blue, visitors reach the first floor of Bugatti Tokyo and enter the world of the EB Ettore Bugatti Collection. Elegance, craftsmanship and exquisite design are the features of this line, which can be recognized by the EB monogram. The garments in this line have a distinctively elegant cut and are all individual creations crafted using high-grade materials and sophisticated details. In contrast to the sporting and elegant design of the ground floor, the first storey features dark parquet flooring and brown lounge furnishing designed by Bugatti Brand Lifestyle, exuding warmth and elegance and setting the perfect scene for the collection.

In all areas, aluminium, glass and carbon fibre are used — materials which you also find in a Bugatti super sports car. In the interior design, typical elements of the Bugatti design DNA have been taken up and reinterpreted.

“The use of the most exclusive materials available and application of the highest possible standards of craftsmanship was key in the development of our boutique design,” explains Massimiliano Ferrari, who manages the Brand Lifestyle division at Bugatti.

“For the first time the unique technical positioning of a Bugatti super sports car as well as the luxurious lifestyle of the Bugatti brand are expressed authentically in one joint presentation,” Ferrari adds. “Like Bugatti, Tokyo represents a great tradition at the same time as absolute modernity. We would like to thank our partner for the extremely successful implementation of our showroom boutique concept.”

The AOI Group, which has been Bugatti’s official sales and service partner in Japan since 2014, has been in the automobile business for more than 50 years and has considerable experience in the sale of European premium and luxury vehicles. In addition to the showroom, AOI will operate

a dedicated service centre which will provide the highest possible level of service for customers and vehicles in the region.

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Opening hours: Monday to Sunday (except Wednesday): 11.00 a.m. — 7.00 p.m. Closed on Wednesday