

# BUGATTI PRESENTS ITS FALL / WINTER 2014-15 COLLECTION AT MILAN MEN'S FASHION WEEK



Having successfully launched its new Lifestyle Collection just a few months ago, Bugatti is now showing its first full collection of men's clothing and accessories for Fall / Winter 2014-15. Under the theme "The Magic of La Vie en Blue", the presentation is taking place this Saturday night during Milan Men's Fashion Week, at an exclusive event hosted by Bugatti in special cooperation with the renowned men's fashion and lifestyle magazine L'Uomo Vogue. The Bugatti Fall / Winter 2014-15 collection continues the two lines, EB — Ettore Bugatti and Extreme Performance, which were introduced at the initial Lifestyle Collection launch. After launching off its Lifestyle Collection at the renowned Brera Academy of Fine Arts in Milan last September, Bugatti is now returning to the city of fashion to present its Fall / Winter Collection on the first day of Milan Men's Fashion Week. Bugatti and L'Uomo Vogue chose Casa

Manzoni, house of famous Italian nineteenth century poet and writer Alessandro Manzoni, as an exclusive and first-time location for a fashion event. The evening's theme, "The Magic of La Vie en Bleu", was chosen to reflect the Bugatti lifestyle and celebrate the legendary brand's signature colour Bleu, which follows the tradition of blue-painted racing cars, was originally used by Ettore Bugatti for his first race cars in the 1920s, and retained by the brand ever since.

The EB - Ettore Bugatti line is entirely "Fabriquè en Italie" and makes a strong statement. Suits with a striking sartorial cut are made from prestige fabrics with incredible detailing. Every garment is designed individually, just as a Bugatti car is, using a highly select network of suppliers to ensure top quality Italian craftsmanship.

## **THE EB-ETTORE BUGATTI LINE FEATURES THREE MAIN THEMES: FLAMBOYANT, FORMAL WEAR AND BLUE CARPET SOIRÉE**

Flamboyant is rather eccentric in tone but extremely refined, designed for men all over the world who challenge style. It features a striking cut and proportions (including wider lapels) and a look that is highly original and sophisticated. Exotic combinations of materials include an echo of the carbon fibre used in car bodies, and all garments bear the thin 'Blue Touch'. Silk linings feature Royal Blue duotones with the Dancing Elephant motif — a brand emblem paying homage to Rembrandt Bugatti.

The Formal Wear theme is dedicated to sophisticated international businessmen and those seeking a refined classic style. Highest quality wools and pinstripes, in all possible tones of blue and grey, wool and cashmere flannels, are all shot through with the Blue Touch. Sable weave cashmeres feature in a deep Royal Blue.

All jackets, suits and overcoats feature special details, such as an undercollar to which a Bugatti Blue button with micro "Silver Dancing Elephant" has been stitched, or silver embossed "EB" initials. Linings are cut to curving lines and all personalized.

The overwear — the prime focus of this Fall Winter collection — comes in various shapes and lengths, all slim and slightly drawn in at the waist. The materials range from waterproof plain 100% pure wool (with special storm system treatments) to herringbone and black & white optical fabrics, as well as exquisite sables and cashmere.

The Blue Carpet Soirée, a new capsule collection, features silk blending with patterned jacquard silk velvet. The Tuxedo comes in various tones of the Blue, all created in line with brand style. There's also an all-white and an all-black suit to mix with the velvets and silks of the accessories range. From the Ascot to the bow tie, the cummerbund and everything else needed for parties and dinners, the collection is designed for night time and the most glamorous events of the season.

A series of tailored and detailed crisp cotton shirts and a vast tie collection spanning all Bugatti dress codes completes all outfits, together with stoles, cashmere scarves and driving gloves to go with all the themes.

The Bugatti Bag is also back for the season. Evoking the iconic shape of the Bugatti car grill, the bag can be personalised in a bespoke version, in various sizes and materials, exclusively for Bugatti owners.

## THE BUGATTI EXTREME PERFORMANCE LINE

Bringing together ultra-technological materials, weaves and finishes with all the marks of contemporary luxury. Extreme performance fabrics, tested in stress situations, have been geared to the concept of luxury through exclusive and on-going research. Extreme Performance moves from the Sports to the Super Chic Sports category.

Examples of this evolution include a blouson jacket made of soft stretch leather backed with soft steel foil that creases and smoothes with the heat of the hand, and the shearling jacket that's undergone side-light tanning (a Bugatti exclusive) to make it opaque or luminous.

There are two new capsules in this line. One offers a series of vintage style outfits dedicated to the Gentleman Driver, with technical features such as waterproof vintage-effect leathers: reminders of a past era mixed with contemporary styling.

The other new capsule — a series of après ski garments for men and women — uses a combination of high-tech materials featuring embossed solutions and silicone-waterproofed perimeters (ultrasound sealed). Featuring lines and colours consistent with the brand's DNA — all off-white or all blue — and the Blue Touch. Luxury and high performance is harnessed together, such as in the white or Bugatti Blue fox on the soft short cape and the Made-in-Italy goose down in the warm jacket, and other pieces made of technical materials and functional in the extreme: a fusion of elements resulting in great elegance.

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