

BUGATTI PRESENTS THE NEW ADVERTISING CAMPAIGN FOR ITS EB — ETTORE BUGATTI COLLECTION FALL/WINTER 2014/15



The snow-covered peaks of the exclusive Courchevel 1850 ski resort set the scene for a new advertising campaign from Bugatti, launching its “EB — Ettore Bugatti Collection” Fall/Winter 2014/15. The apparel and accessories collections bring to life the luxury and style of a brand that since the beginning of the 1900s has been synonymous with exceptional automobiles and a sophisticated and elegant lifestyle.

The unique surroundings of the French Alps are the current inspiration, continuing the lifestyle project launched by Bugatti in September 2013. Slightly eccentric in tone but extremely refined, the Fall/Winter collection confirms the coherence with the brand's DNA and its strong flamboyant character, which is the essence of the Bugatti man.

Protagonists of the photographs are the precious overcoat with mink fur collar, the impeccably tailored velvet Blue Carpet Soirée tuxedo and the special Gentlemen Driver leather jacket inspired by the Bugatti Type 35, one of the brand's most iconic sports cars from the 1920s and a special guest star in the photographs. These garments embody the heart of an exclusive, refined collection made entirely in Italy (Fabriqué en Italie) from the most prestigious materials. The flamboyant style and attitude of this sophisticated, anticonventional and nonchalant man is interpreted by model and actor Andre Van Noord, the face of the EB — Ettore Bugatti Collection for the second season running.

The iconic Bugatti bag makes its statement throughout the campaign: the version in blue calf-leather is the star of one of the shots. Inspired by the Bugatti radiator grille, the shape of the bag is emphasized by its juxtaposition with the vintage Type 35.

The advertising campaign is shot by photographer Lorenzo Bringheli, who emphasizes the refinement of the collection by focusing on garment-enhancing details: from shades of classic Bugatti Blue to the precious Dancing Elephant, a scale detail that pays homage to Rembrandt Bugatti's sculpture and a recurring theme as the brand's discreet signature.

From September 2014, the campaign will appear in the main publications of selected markets in Europe, Asia and the Middle East, where mono-brand stores will be inaugurated, starting with an exclusive boutique in London later this year.

EB - ETTORE BUGATTI COLLECTION

The first genuine expression of lifestyle luxury by an automobile manufacturer, the EB-Ettore Bugatti collection, conveys the brand's heritage — created over 100 years ago in Molsheim, Alsace (France) — and of the futuristic vision of its founder, Ettore Bugatti.

Bugatti not only stands for benchmark technology and breath-taking performance, but also for art, design and a sophisticated lifestyle. The lifestyle collection of Bugatti apparel and accessories fully represents the Bugatti DNA and is a combination of the most sophisticated luxury and technical avant-gardism.

Bugatti's lifestyle collection features two main lines dedicated predominantly to men: The Ettore Bugatti line and Extreme Performance line. In addition to these two lines there is a Tailor Made / Bespoke programme, which is available exclusively to Bugatti customers. The collection concentrates on clothing and accessories in its starting phase to be complemented by design 'objets' at a later stage.