BUGATTI REDESIGNS ITS E-COMMERCE PORTAL FOR A UNIQUE ONLINE EXPERIENCE



Bugatti has launched a new online portal to bring together the full range of Bugatti lifestyle products — from rare objet d'art to scale model Bugatti — to a global audience. The revamped digital space represents the first time that consumers can access all these products in one place, available for delivery all over the world.

At the core of the Bugatti brand experience lies three crucial pillars: innovation, personalization and state-of-the-art technology. These principles have allowed Bugatti to evolve from being ''only'' a world-leading hyper sports car manufacturer to an international luxury brand that projects excellence beyond the automobile.
Over the past few years, Bugatti Brand Lifestyle has flourished with ambitious new partnerships and authentic collaborations with brands that always strive to push the boundaries within their

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respective fields. A diverse range of products cater for all enthusiasts of the Bugatti brand, from clothing pieces through to premium headphones.

Readily available products like these ones — which also include Carbon Champagne for Bugatti, Bugatti e-scooters and Bugatti Smartwatches — can be ordered and shipped worldwide directly from the site.

Bespoke and rare products, such as the 75% scale model of the famous Bugatti Type 35: the Baby Bugatti II, fine timepieces from Jacob & Co, world-leading audio systems from TIDAL or high-security safe collections from Buben & Zörweg are also displayed with the option for customers to request a callback within 24 hours to hone their wishes.

"Bugatti Brand Lifestyle has been on an extraordinary trajectory over the past few years, regularly achieving double-digit percentage growth. We have curated a broad and diverse range of products that feel authentically Bugatti, choosing partners that really share the ethos of our brand so that we don't just expand our reach, but we actually build upon the decades of incredible heritage that we have. Every product is designed specifically for Bugatti in a collaborative process with our partners that ensures each of them is of a high enough standard to bear the Bugatti name."

"Customer service and creating extraordinary innovative experiences are at the heart of Bugatti's ambition, and it was the next logical step for us to rethink a home for all our incomparable lifestyle products. Now, enthusiasts of the Bugatti brand from all over the world can access the Bugatti universe more easily than ever before, supported by a seamless and easy-to-navigate design, complete with dedicated customer service."

WIEBKE STÅHL
MANAGING DIRECTOR AT BUGATTI INTERNATIONAL

Visit the new Bugatti e-commerce platform at: https://bugatti.store

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