

ETTORE BUGATTI LAUNCHES THE BUGATTI CHIRON CAPSULE COLLECTION DEDICATED TO THE BRAND'S LATEST SPORTS CAR



The Ettore Bugatti luxury clothing line is hotting things up with a special capsule collection dedicated to the Bugatti Chiron, the brand's latest super sports car. This exclusive capsule range, composed of twelve pieces and accompanying eyewear was just unveiled alongside the new 1,500 hp- high-performance car during the 86th Geneva International Motor Show.

Through its printed motifs, workmanship and finishing touches, it evokes the unmistakable styling lines of the Chiron, named after Louis Chiron, a legendary racing driver who won virtually all the major grands prix for the brand in the 1920s and 1930s.

The crowning glory of this collection is the driver's jacket made from sturdy calf leather with stitching on the back that depicts the seats of the Bugatti Chiron. Extremely soft to the touch, this jacket features the iconic blue duotone, the brand's colour scheme of choice, and is Bugatti through and through from the use of clever artisanal techniques, such as hand polishing, to the choice of truly exquisite materials.

The four coloured T-shirts, designed to give a look that combines comfort and style, flaunt their links to the motoring world through the Bugatti Chiron print on the chest.

The eye wear and cap round off the Bugatti gentleman's look, suggesting a lover of fine things who admires how the company strives for perfection in the tiniest of details, whether on cars or clothes.

The Chiron Capsule collection is available in Bugatti's lifestyle boutiques in London and Tokyo, which will soon be followed by new locations in Munich and Monte Carlo, as well as on online at www.lifestyle-bugatti.com.

ETTORE BUGATTI COLLECTION

The Ettore Bugatti Collection was launched two and a half years ago as a major step in Bugatti's brand extension strategy. With its super sports cars, Bugatti now not only stands for technological leadership and breathtaking performance but also for art, design, luxury and an exclusive lifestyle.

The collection includes two main lines, which are mainly intended for men: the EB Ettore Bugatti line and the Bugatti Performance line. In addition to these two lines, there is also a Tailor Made/Bespoke range exclusively for Bugatti customers. While the collection currently focuses on clothing and accessories, design objects are due to follow at a later stage.

The Ettore Bugatti Collection is entirely made in Italy. Every item is numbered, with only 431 of each being produced to reflect the land speed record (kilometres per hour) that Bugatti alone was able to achieve.