INCOMPARABLE BUGATTI GIFTS FOR CHRISTMAS 2023



With almost 1,000 Bugatti hyper sports cars hand assembled since 2005, the chances of finding one underneath your Christmas tree this year are slim. But the magic of the Bugatti brand has evolved beyond automotive and into the world of luxury goods in recent years, allowing fans and enthusiasts to experience its incomparable craftsmanship and technology in all new ways.

2026 BUGATTI AUTOMOBILES S.A.S.

MASTER & DYNAMIC MW08 BUGATTI

For the holiday season 2023, Bugatti Brand Lifestyle offers a diverse range of products for tech fans that perfectly represent the ethos of Molsheim's hyper sports cars. The Master & Dynamic MW08 Bugatti Active Noise-Cancelling True Wireless Earphones offer a blend of luxury and performance. Crafted from durable ceramic used in high-end timepieces, they feature advanced Hybrid Active Noise Cancellation and two Ambient Listening modes for exceptional sound quality. The size of the acoustic drivers provides a wider soundstage and delivers a rich, warm sound that mimics the acoustics of a live performance. Designed for comfort, these earphones also boast a new wind-reducing talk solution with six microphones for ultimate clarity. Despite their broad range of abilities, the slim case is designed to fit in a pocket and provides an additional 30 hours of charge for up to 42 hours total playtime.

BUGATTI SMARTWATCH CERAMIQUE TITANE EDITION

In the world of wearables, Bugatti Brand Lifestyle offers the Bugatti Smartwatch Ceramique Titane Edition, crafted in collaboration with VIITA Watches — the pinnacle of luxury smartwatch technology. This timepiece features a high-strength cover made from lightweight titanium and an advanced scratch-resistant ceramic bezel. Beyond its physical attributes, the smartwatch is equipped with advanced technology, including a dual sensor for heart rate and heart rate variability measurements. It supports over 90 sports, offering features like cardiovascular recovery, training recommendations, biological age, stress level measurements, and a GPS sensor specially developed for Bugatti. This GPS sensor allows wearers to log lap times and acceleration values automatically, a first in the smartwatch world.

ASPREY BUGATTI EGG COLLECTION

Each Bugatti hyper sports car isn’t only engineered using the very latest technology, but also with a focus on beautiful design and incomparable craftsmanship. In the Bugatti Brand Lifestyle collection, this artistry is applied in several bespoke collections. The Asprey Bugatti Egg, for example, is a limited-edition series designed by Asprey Studio. Inspired by Carlo Bugatti's philosophy that "the purest perfect shape of nature is the egg," the collection features precious metal objet d’art eggs, including the Royale Edition. These eggs, intricately crafted from carbon fiber and encased in a sterling silver diamond weave lattice, display a "Dancing Elephant" motif — a nod to Rembrandt Bugatti's sculpture on the Bugatti Type 41 Royale. The collection also integrates the digital realm, with each physical egg linked to a generative art NFT inscribed on the Bitcoin blockchain, representing a novel intersection of art and technology.

TIDAL FOR BUGATTI

For one of the most emotive home audio experiences, there is the multi-award-winning TIDAL for Bugatti ‘Royale’ Loudspeaker and Music Controller set, equipped with diamond diaphragm speaker drivers for crystal clear sound, four invisible subwoofers for almost unlimited dynamic range and unique amplifier technology. Each ‘Royale’ ultra high-end loudspeaker pair is a customized product that is built by the customer's wishes — like a Bugatti hyper sports car — with carbon fiber, fabrics, leather, polished stainless steel, dark aluminum or precious metal surfaces. The matching music controller allows connection to all kinds of sources, including music streaming services and TV, and can be controlled with smart devices. Praised globally for representing the current ‘state of the art’ and game changer in the field of high end audio, it

successfully shows the ongoing development of the brand DNA leadership approach of Bugatti into other luxury categories by working close together with the most exclusive partners.

BUGATTI CHIRON TOURBILLON ROSE GOLD BY JACOB & CO

The Bugatti Chiron Tourbillon Rose Gold by Jacob & Co is another technical masterpiece of craftsmanship, designed to emulate the Bugatti 16-cylinder engine under a sapphire crystal. When the right-hand crown is pushed, the crankshaft turns, and the 16 pistons pump up and down, accompanied by spinning turbochargers, mimicking a real engine. The movement is innovatively suspended inside the case, resembling the Chiron’s shock absorbers, and is visible in motion, just like in a Bugatti. The watch boasts a 30° inclined flying tourbillon, a first for Jacob & Co, enhancing its visual appeal. It's housed in a case inspired by the Chiron's fluid lines,

available in different materials including 18-karat Rose Gold and options with white or black and white diamonds.

BUGATTI EYEWEAR COLLECTION MODEL 07

The Bugatti Eyewear Collection Model 07 is a statement of luxury and innovation in eyewear design. Handcrafted in Japan, it features a Japanese Cellulose Acetate Frame as well as .925 Sterling Silver Hardware, Grade 5 Japanese Titanium Components, and Embossed Genuine Leather Temples. The CR39 Zeiss Lenses with Anti-Reflective Coating provide 100% UVA/UVB Protection. The Positive Vapor Deposition (PVD) technique, a first in eyewear, creates a highly wear-resistant surface, while the design itself pays tribute to Bugatti's automotive heritage,

using carbon fiber — the primary material used in the construction of the Chiron — and a custom wirecore reflecting the iconic Bugatti grille pattern.

LEGO TECHNIC BUGATTI BOLIDE

Bugatti fans looking for a Christmas Day project can consider the LEGO Technic Bugatti Bolide model, a detailed homage to the most extreme Bugatti ever, measuring over 3 inches high, 12 inches long, and 5 inches wide. It features 905 pieces, including scissor opening doors, aerodynamic rims with low-profile tires, a detailed cockpit with a turntable steering wheel, and a detailed W16 engine with moving pistons. As an additional feature, the LEGO Technic Bugatti Bolide is available in not just one, but two colors: after its premiere in bright yellow, a blue version

was later introduced, based on the color of earlier Bugatti racing cars - there is something for every taste.

CHAMPAGNE CARBON EB.03 BOLIDE

And because Christmas Day goes hand-in-hand with Champagne, the Champagne Carbon EB.03 Bolide could be the perfect accompaniment for festive celebrations. This limited edition Blanc de Blancs from CARBON's private cellar is a 2013 vintage, made up of 100% Grand Cru Chardonnay grapes. It opens with initial scents of citrus and spring flowers, evolving into yellow citrus, toasty notes, and aromatic herbs. The experience culminates with a hint of acidity in the finish, adding a refined balance to the flavor. This Champagne is hosted within a technical

bottle that merges two colors of fiber to create a striking resemblance to the Bolide with the trademark X-motif.

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