

MARK VANDERLOO IS THE NEW FACE OF ETTORE BUGATTI LIFESTYLE COLLECTION



The Ettore Bugatti Lifestyle Collection has a new face. Since the start of the current autumn/winter collection 2015/16 the Dutch super model Mark Vanderloo has been presenting the exclusive and extremely elegant lifestyle collection of the French manufacturer of luxury super sports cars.

During his model career Mark Vanderloo has worked for renowned International fashion and beauty brands and acted as the face of numerous campaigns. Today he is amongst the most popular male models in the global fashion industry.

For the current autumn/winter collection 2015/16, which is running in selected markets of Europe, Asia and the Middle East, Mark Vanderloo was shot by photographer Lorenzo Bringheli at the historic estate of the house of Savoy outside the gates of Turin, Reggia di

Venaria Reale. The highlights of the collection and the main features of the campaign are an exclusive cashmere and fine wool coat with a removable lining of supple Persian lamb's wool and an elegant grey cashmere suit. The campaign also focuses on a blue llama wool coat and a tuxedo with a refined carbon fibre pattern from the Blue Carpet Soiré line. All these items represent the exclusive, high-grade collection, which is, without exception, produced in Italy using high-quality materials. The two-tone variant of the Bugatti Signature Bag made from python skin is a fashion statement and emphasizes the confident casual character that characterizes the luxurious presentation of the EB Ettore Bugatti Collection.

With the Ettore Bugatti Lifestyle Collection launched two years ago as a major step in Bugatti's brand extension strategy, an automobile brand is giving authentic expression to its values and its DNA in the lifestyle sector for the first time. 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.