THE ASPREY BUGATTI EGG COLLECTION



Bugatti and Asprey announce a limited-edition collection of precious metal objet eggs. Designed by Asprey Studio, the Royale Edition of the new Asprey Bugatti Egg Collection brings together timeless creations of the Bugatti family with Asprey's heritage and craftsmanship.

Carlo Bugatti, Ettore Bugatti's father, once said: "The purest perfect shape of nature is the egg." These words inspired the next evolution of a partnership between Bugatti and Asprey that began in early 2022, allowing the luxury brands to work in both the physical and digital realm. The limited-edition collections are backed by blockchain and created by using Asprey Studio's cutting-edge production techniques and materials. The Asprey Bugatti Egg Collection will be produced both as physical objet and NFT generative artwork. It will be the first ever collection

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by two luxury brands using a state-of-the-art technique of inscribing digital content on the Bitcoin blockchain, ensuring the artwork will last indefinitely.
The Royale Edition of the Asprey Bugatti Egg Collection echoes not only Carlo's musings, but also Bugatti's distinctive horseshoe grille, which was designed by Ettore in honor of his father's love of flowing curved shapes, like the egg.

The eggshell of the Royale Edition, made from carbon fiber and intricately crafted into the perfect egg shape during a long and complex process, is completely free from disproportion or imperfection. It's encased within a sterling silver diamond weave lattice, gently angled downwards to a curved base portraying movement and echoing Asprey's heritage in jewelry as well as the ornate furniture designs of Carlo Bugatti and the Art Nouveau, an era significant to both brands.

The surface of the egg itself displays a ''Dancing Elephant'' motif, recreated in perfect detail from one of Rembrandt Bugatti's original sculptures. It was this work of art that adorned the bonnet of the Bugatti Type 41 Royale, renowned as the most luxurious car ever created. In order to recreate the sculpture in perfect detail, Asprey Studio travelled to the home of Bugatti in France to accurately 3D scan the bonnet mascot of one of the few remaining Type 41 Royale cars. The sculpture was then recreated in minute detail by Asprey's expert silversmiths.

The intricate lattice and carbon fiber shell opens with a complex hinged diamond door to reveal a scene of the Chateau Saint Jean — the iconic home of Bugatti in Molsheim — in front of which is a sterling silver stylized Bugatti Type 41 Royale Esders, removable should the owner wish.

Ali Walker, Chief Creative Officer at Asprey Studio said: ''We are proud to present the Asprey Bugatti Egg Collection, not only does this push the boundaries on a production level, but the generative art – coded by our strategic partner and Bitcoin experts Metagood – using the equation of the egg shape of the actual sculpture as an NFT in Bitcoin is a new form of expression and art itself. The NFT and the sculpture are linked by this equation.''

Wiebke Ståhl, Managing Director at Bugatti International said: ''Ettore Bugatti believed in aesthetic engineering, creating art out of each component of his vehicles. He saw the world through the eyes of an artist, taking inspiration from the work of his creative family. We maintain these values to this day at Bugatti, working closely with our partners like Asprey to create objet d'art in the vision of our founder. The creation of the Asprey Bugatti Egg Collection is a wonderful homage to our history and the creations of Ettore, designed with the pioneering spirit and attention to detail that led to his brand becoming revered throughout the world.''

The collection will coincide with the opening of the Asprey Studio Gallery in Mayfair in April 2023.

To order or enquire please visit www.aspreybugatti.com.

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