MOLSHEIM
1/16/2025

THE BUGATTI HOME COLLECTION DEBUTS IN PARIS INSPIRED BY 115 YEARS OF PERFORMANCE AND FRENCH SOPHISTICATION



As part of Maison&Objet In The City, the iconic hyper sports car brand brings its new furniture collection to France with an exclusive

2026 BUGATTI AUTOMOBILES S.A.S.

showcase at the Luxury Living store on the legendary Avenue George V.

For the first time ever, Bugatti Home is presented in Paris. Produced and distributed by Luxury Living Group, and inspired by the values of the iconic Bugatti cars, the collection takes center stage at Maison&Objet In The City from January 16 to 20, 2025 with an exclusive showcase at Avenue George V.
For the first day of the collection's Parisian debuts, customers are greeted upon arrival into the three-level exhibition space by the breathtaking presence of the Bugatti one-of-one, the legendary La Voiture Noire and the most exclusive car in the world — symbolizing Bugatti's sophistication like no other. This iconic masterpiece, celebrated for its unparalleled design and engineering, embodies Bugatti's dedication to pushing boundaries and creating timeless pieces of art. The presence of La Voiture Noire immediately immerses guests in the Bugatti universe, setting the tone for an experience defined by elegance and innovation but also a sense of pioneering spirit, a passion for perfection, and a desire to push boundaries again and again.

The highlight of the showcase, the third Bugatti Home collection is inspired by the brand's most remarkable aesthetic elements and continues Bugatti's legacy of excellence in craftsmanship. Iconic pieces such as the TYPE_3 sofa, TYPE_1 sofa, TYPE_5 chair, TYPE_4 table, and TYPE_9 mirror reflect Bugatti's pursuit of innovation and artistry. Each piece is a fusion of a meticulous attention to detail and boldness, inspired by the values of the legendary hyper sports cars — and the brand's ''beauty and beast'' philosophy — and refined by over a century of heritage.

A true testimony of the rich legacy of the Bugatti brand, Bugatti Home reinterprets, in its new Parisian venue, the values and vision of its founder, Ettore Bugatti. As an homage to that, customers will also be able to discover a rare Bugatti Baby II — a 75% scale replica of the iconic Type 35, Ettore's creation and the most successful racing car ever — in collaboration with Hedley Studios. This collector's item, with only 500 units worldwide, celebrates the 100th anniversary of the legendary Type 35 and its legacy on the brand, a centenary later. The presence of this masterpiece underscores Bugatti's enduring legacy and its influence across generations.

Immersing the customer into the Bugatti Art de Vivre, the new Parisian showcase reaffirms the marque's commitment to offering authentic unrivalled experiences beyond automobiles with the exhibition of exclusive collaborations such as the Rembrandt Bugatti ''Dancing Elephant'' — a tribute to Ettore's brother, Rembrandt, original sculpture, crystal masterpiece from Lalique or the sterling silver La Voiture Noire sculpture from Asprey Studio. Capturing the essence of Bugatti's Art de Vivre, these creations offer a comprehensive experience into the luxury world of the brand.

"By staying true to our French heritage and opening our first Bugatti Home representation in Paris, we create authentic experiences that are fully aligned with our global vision for the future of Bugatti but also with our roots. Beyond automotive, our rich legacy influences our commitment to designs that are visually captivating and echo our most iconic design elements and shapes, where "Forme Follows Function" and ultimate performance merges with cutting-edge artistry."

WIEBKE STÅHL
MANAGING DIRECTOR AT BUGATTI INTERNATIONAL

"Following the grand launch of the third Bugatti Home collection during Milan Design Week, presenting it in Paris was a natural progression. This iconic city, deeply connected to Bugatti's heritage, and one of our most prestigious Luxury Living spaces on Avenue George V, represents the perfect setting to continue this journey of excellence, passion, and incomparable elegance."

ANDREA GENTILINI
CEO AT LUXURY LIVING GROUP

In this refined setting, each detail of the third collection has been carefully crafted to offer the customer a striking display of pure design and craftsmanship. The 2024 collection embodies timeless refinement, merging natural and technology-driven materials and transparency with solidity to create unique contrasts. The juxtaposition of raw materials, like smooth aluminum and open-pore oak, highlights the artisanal craftsmanship that is integral to Bugatti Home's identity. The narrative is further enriched by the debut of lighting solutions, such as the TYPE_13 lamp collection, and statement pieces like the TYPE_6 sideboard and TYPE_10 coffee table.

The Paris showcase not only celebrates Bugatti's heritage but also marks a new chapter in its journey. With its Paris debut, Bugatti Home invites guests to explore a world where automotive performance and luxury design converge. Looking ahead, this journey will continue with the opening of an ultra-exclusive space in Milan during the Milano Design Week 2025, a milestone that promises to further solidify Bugatti Home's position at the forefront of luxury design and innovation.

Press Contact
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com