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WORLD'S FIRST BUGATTI HOME BOUTIQUE OPENS IN DUBAI



The first Bugatti Home boutique in the world has opened its doors at The Dubai Mall Zabeel. Brought to the UAE by long-term partner Luxury Living Group and exclusive retailer The Mattress Store, Bugatti Home presents a curated collection of the brand's most coveted furniture pieces, inspired by the values of the legendary hyper sports cars and refined by over a century of heritage.

The new space is bright and contemporary, the furniture pieces creating a trendsetting aesthetic reflective of simple elegance, meticulous attention to detail and dedication to perfection. The opening follows the launch of Bugatti Home's third collection at Salone del

2026 BUGATTI AUTOMOBILES S.A.S.

Mobile in Milan earlier this year and marks an evolution in both the brand's design philosophy and retail growth strategy.

> "Dubai is a key market in terms of design, with a booming real estate industry, daring architecture, and a deep understanding of luxury lifestyle. Opening our first Bugatti Home store in the city is an exciting moment for us, and comes not long after the unveiling of our Bugatti Residences project also in Dubai. With this expansion, we enter a new phase of our journey within the world of fine living: showcasing our exclusive Italian, hand-crafted furniture globally."
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> WIEBKE STÅHL
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> MANAGING DIRECTOR AT BUGATTI INTERNATIONAL

A true testimony of the rich legacy of the Bugatti brand, Bugatti Home reinterprets the values of the hyper sports car brand founded by Ettore Bugatti in 1909, through three exclusive collections reunited for the first time since the launch of the very first collection in 2016. The world's first boutique now offers the quintessence of the incomparable Bugatti way of living in one place, 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 finest quality European oak merges with glass, metal and metallic lacquer; cashmere, wool, silk, and leather add another layer of indulgence. Signature pieces include the TYPE_3 armchair, a contemporary interpretation of the warm, inviting charm of the 1970s, seamlessly blending nostalgia with modern comfort. Accompanying it, the TYPE_3 ottoman adds a sophisticated presence to the setting. Hand-tufted rugs complete this curated display, paying homage to Bugatti's iconic design language and celebrating its commitment to artistry.

Standout icons from previous collections showcased include the limited edition Cobra Chair in blue and white, a hallmark produced in just 110 exclusive pieces for Bugatti's 110th anniversary and the Noire armchair, a tribute to the legendary La Voiture Noire. The Chiron chaise longue, with its aerodynamic design and seemingly suspended form, and the Le Mans sofa, distinguished by a sleek band running along the base of the frame also feature. Lastly, the imposing Ettore Grand Bureau desk is a re-design of the classic desk, made possible by the outstanding performance of carbon for the structure.

The opening of the world's first Bugatti Home boutique marks a new milestone for the brand as it continues its trajectory of growth, strengthening its positioning and reaffirming its commitment to offering authentic unrivalled experiences beyond automobiles.

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