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INIMITABLE STYLE, INSPIRED BY ELEMENTAL BEAUTY: THE W16 MISTRAL ‘LA PERLE RARE’



An open-top masterpiece shaped by performance, artistry and heritage, the Bugatti W16 Mistral represents the ultimate chapter of the legendary W16 era. Through the exquisite personalization courtesy of Bugatti’s Sur Mesure offering, this extraordinary roadster becomes a canvas for the most exacting individual visions of the automotive artform. The W16 Mistral ‘La Perle Rare’ stands as a testament to that philosophy; an exquisitely one-of-a-kind creation, where bespoke

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craftsmanship transforms the W16-powered Bugatti hypercar into a profoundly personal work of art.

The journey towards the beautifully individual hypercar unfolded in August 2023 on the lawns of the Pebble Beach Concours d'Elegance — where Jascha Straub, Bugatti's Manager of Sur Mesure and Individualization, first met the discerning client who would commission this singular design.
Defined by shared ambition and a desire to curate the extraordinary, from the earliest discussions the creative process celebrated the inherent elegance of the W16 Mistral; beginning a quest to enrich its character with a sculptural, flowing aesthetic that has become a signature statement for a select few, mesmerizing Bugatti vehicles in the marque's recent history — a philosophy guided by a beautiful fusion of refined, harmonious lines.

Throughout the journey, the design team at Bugatti immersed themselves into the client's automotive dream — ensuring each making sure that each detail was continuously refined, so that the final iteration of the customer's Sur Mesure commission would serve as a deeply personal statement; an automotive masterpiece shaped by both Bugatti's design vision and expertise, complementing the customer's discerning taste.

Drawing inspiration from Bugatti's signature hand-painted paintwork 'Vagues de Lumière' — paying homage to the way the marque's hyper sports cars reflect light and harness the mesmerizing power of mother nature — Straub conceived of a central theme for the vehicle; a fitting, pearlescent tribute to the elemental power and beauty of the W16 Mistral. And so the story of 'La Perle Rare' took shape, rooted in a two-tone composition that created a beautiful visual separation between the upper and lower sections of the car, echoing the interplay between ground and sky.

Arriving at the final color palette for such an intricate project required extensive exploration by Bugatti's most talented color experts. Moving from a silver concept, the direction transitioned toward varying white tones as the creative conversation evolved — one warmer and one cooler, enriched with bright metallic flakes. Adjustment upon refinement, brainstorm upon discussion, the careful and time intensive process ultimately led to the creation of two entirely new bespoke colors: a warm, gold-infused hue crowning the upper surfaces, paired with a refined warm white enveloping the lower body.

Central to the car's identity, the signature white and gold dividing lines were achieved through an exceptionally intricate process, led by the designers at the Bugatti Design Studio in Berlin. From meticulously hand-applied taping and masking, to the weeks of careful painting across the car's bodywork supervised at every step by the design team, hundreds of hours and exceptional craftwork were poured into realizing the design vision, in a passion-fueled process quintessentially Bugatti from the beginning to the end.

Further enhancing the beauty of the exterior specification, the diamond-cut alloy wheels were finished with a specially curated paint mixture that mirrors the interplay of gold and white adorning the bodywork, completing a cohesive exterior that captures light from every angle.

Honoring the masterstroke of exterior design work, the ode to elegance continued in curating the cabin, reflecting and extending the exterior's artistry. All interior carbon components are therefore painted in white, forming a concentrated, jewel-like cockpit that continues the precious aesthetic established outside. The door panels feature alternating white and warm

gold linework, elegantly following concave sculpted surfaces that accentuate their flowing geometry.

Enhancing the profound sense of reflection yet further, the design team explored the integration of warm ambient lighting, subtly illuminating the panels and reinforcing the luminous, pearl-inspired theme. Throughout the cabin, machined and polished aluminum trim elements — from the steering wheel accents to the center console dials and door handles — further echo the motif of reflection. Each surface crafted and finished, they capture light with the same refined brilliance that defines the exterior surfaces of the hypercar.

With such a seamless dialogue between exterior and interior, the fusion could only be complete with an equally special, personal artistic statement and appelation, unique to this pearlescent work of automotive art. The signature 'La Perle Rare,' rendered in Straub's own handwriting, adorns the vehicle — from stitched detailing along the central tunnel, to engravings on the bespoke white-and-gold engine cover and a painted signature beneath the rear wing.

In an emotive nod to Bugatti's rich heritage, Rembrandt Bugatti's iconic Dancing Elephant sculpture is echoed through both the cockpit and exterior, immortalized within the gear selector casing and on the body panels behind the front wheels. The connection unites contemporary individualization with respect for design genius forged over a century; a harmonious blend of personal vision and legacy, embodying the purest essence of Sur Mesure.

"This W16 Mistral 'La Perle Rare' is an extraordinary example of what becomes possible when a client's imagination meets the full creative and technical capabilities of our Sur Mesure offering. From our very first meeting, this project was defined by a shared passion for elegance and precision. Working so closely with our valued customer allowed us to refine every line, every surface and every reflection, until the car became a truly unique expression of their vision. Our design teams devoted themselves to this project with characteristic precision and dedication, bringing this masterpiece to life after months of meticulously detailed work. It is both an honor and a privilege to contribute my own design signature to a creation that celebrates Bugatti's inimitable design style and rich heritage, while embodying the individuality that makes this Sur Mesure commission so special."

JASCHA STRAUB
MANAGER OF SUR MESURE AND INDIVIDUALIZATION AT BUGATTI

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[1] W16 Mistral: WLTP fuel consumption, l/100 km: low phase 40.7 / medium phase 21.9 / high phase 18.3 / extra high phase 17.6 / combined 21.8; CO2 emissions combined, g/km: 495; efficiency class: G