

# BUGATTI OPENS NEW POP-UP STORE IN PORTO CERVO, ITALY



French luxury car manufacturer Bugatti, which two years ago launched its own men's and women's clothing and accessories collections, is kicking off the summer with the launch of a new pop-up store in Porto Cervo, Italy, inside the Harrods Prestige Village. Located in one of the most exclusive shopping resorts on the Costa Smeralda, the new Bugatti store will rub shoulders with international fashion and jewellery brands. It will house the company's new men's, women's and accessories collections as well as the exclusive line of watches designed in conjunction with Parmigiani Fleurier.

Two Veyron 16.4 Grand Sport Vitesse models are providing the perfect backdrop to set the scene. The Grand Sport Vitesse is the fastest production roadster in the world. One of the two models on display is actually a World Record Edition that was built in a limited run of only eight cars to celebrate the 2013 world record drive when the Vitesse drove 408.08 km/h with the roof off.

The Bugatti pop-up store will be lit up to accentuate the products' every detail and high quality. As a meeting point between the brand and its Italian and international clientèle, the store will introduce visitors to the company's unique combination of sophisticated luxury and cutting-edge technology. It will be open until the end of August.

## About Bugatti

Unlike any other car brand, the origins of the Bugatti brand lie in art and in striving to achieve technical excellence through innovation. Company founder Ettore Bugatti successfully combined an artistic approach with his technical concepts and in the process laid the foundations of a design language which still shapes Bugatti today. He created vehicles that were ahead of their time and are now among the most valuable classic cars in the world. The credo of the brand "Art, Forme, Technique" perfectly encapsulates this legendary approach.

Still based in Molsheim (Alsace, France), where the company was founded more than 100 years ago, Bugatti is now part of the Volkswagen Group. Bugatti today is an ingenious combination of the artistic roots of its Italian founders, the distinctive understanding of the French for exclusive luxury products and brands as well as the internationally acknowledged German engineering and technological leadership. Bugatti opened a new chapter of its successful future at the start of this century with the Veyron 16.4. The Veyron is the most powerful and fastest production sports car in the world and is unmatched in terms of performance, unique hand-crafted manufacturing and exclusive equipment with the highest degree of individualisation options. All 450 vehicles have been sold. So far no other car manufacturer has managed to successfully market a product that stands for unrivalled technical performance and pure luxury at comparable volume and prices.

With cars certainly remaining at the heart of the brand, Bugatti's new Lifestyle Collection seals the manufacturer's place as a true purveyor of the luxury lifestyle and allows the aura and magic of an icon of the road to seep into other spheres. The project, which focuses on the clothing and accessories sectors, evokes the brand's strong legacy and the futuristic vision of its founder, Italian Ettore Bugatti, with its EB - Ettore Bugatti collections.