

SALONE INTERNAZIONALE DEL MOBILE 2016, MILAN: BUGATTI AUTOMOBILES S.A.S. AND LUXURY LIVING GROUP LAUNCH THE BUGATTI HOME COLLECTION



- Luxury Living Group is new lifestyle license partner for Bugatti
- Bugatti Home Collection offers exclusive range of luxury home and executive furniture celebrating the brand's legacy and reinterpreting Bugatti's brand DNA
- New interior design proposal will complement current Bugatti lifestyle collection

At this year's Salone Internazionale del Mobile in Milan (Italy), Bugatti, the manufacturer of the world's ultimate super sports car, the Chiron¹, and one of the world's leading high-end furniture

makers, Luxury Living Group, are launching the new Bugatti Home Collection, an exclusive range of luxury home and executive furniture. Under license granted by Bugatti, Luxury Living Group is presenting this new lifestyle project, which celebrates the lifestyle of the French luxury brand drawing inspiration from the brand's legacy and from the unique vision of company founder Ettore Bugatti.

Bugatti Home Collection describes the elegant and extraordinary lifestyle originated from the artistically inspired environment of the Bugatti family since the beginning of the 20th century. Carlo Bugatti, the father of Bugatti company founder Ettore, designed furniture pieces himself, some of which are exhibited in museums around the world today. Under the guidance of Bugatti Design and in collaboration with Etienne Salome, head of Bugatti Interior Design, Italian architect Carlo Colombo studied and carefully reinterpreted the brand DNA to create some unique pieces of furniture, which will be manufactured and distributed by Luxury Living Group.

“Our distinctive character is increasingly moving towards a Bugatti global lifestyle”, says Massimiliano Ferrari, Head of Bugatti Brand Lifestyle for Bugatti Automobiles. “By complementing our current lifestyle collection with an interior design proposal, we are now taking another step ahead.”

“Bugatti Home collection is a tribute to the flamboyant spirit which characterises the most famous automotive brand in the world”, affirms Alberto Vignatelli, CEO and Chairman of Luxury Living Group. “This furniture represents the unique style and the heart of Bugatti dominated by its key values Art, Forme, Technique”.

The characteristic style features of the French luxury brand- such as the unique Bugatti - two-tone colour scheme, the Bugatti line, or the famous Bugatti horseshoe-shaped front grille - enhance the shapes of the furniture with soft and continuous lines reminding the aerodynamic design and the super cars performances. The frames in carbon fibre, the same used to produce the Bugatti hulls, draw the attention on the cutting edge technology side of the collection and its extremely complex design. Carbon fibre is a pure and extreme element shaped with perfect craftsmanship which is combined with other materials of the collection: steel, glass and leather, all carefully selected and cut to create bases, surfaces and upholsteries.

The palette was developed using the historical colours of Bugatti which are mixed and combined in an elegant use of shades. Blue Royale, nuances of light blue and neutral tones such as silver grey, cashmere warm grey and the classic cognac colour.

The collection is on display at the Luxury Living Group's stand at Salone Internazionale del Mobile 2016, Hall 7, Stand C26, from April 12 - 17, 2016.

THE COLLECTION

COBRA CHAIR

Iconic piece of the collection, the famous Cobra Chair, re-interprets in a contemporary way the early version designed and accomplished by Carlo Bugatti in 1902. This cutting edge and innovative chair combines back, frame and seat in a single element with curved and continuous lines, interrupted only by a gap conceived to contain the tails of a tailcoat referring to the

purpose of Carlo Bugatti's original version. Upholstered in cognac leather, the wooden frame has been replaced by a performing solution in carbon fibre painted in Blue Royale colour on the rear part. It is enriched by a blue leather piping and by the characteristic EB monogram.

ROYALE SOFA AND ARMCHAIR

The most aesthetically impressive Royale sofa and armchair re-interpret the tradition with breaking new dimensions both in terms of volumes and proportions calling for high levels of comfort and relax. The seat upholstered in soft leather is embraced by the arm and the back, which are combined in a single element made of carbon fibre which widens outwards.

ROYALE LOUNGE TABLE

The Royale lounge table accurately interprets the Bugatti characteristic style features: a piece of furniture suitable for the elegant mood of high-end houses. The wide oval shape is developed from an extremely light aluminium frame, laser cut and carved with geometrical patterns taken over by the Bugatti interiors. The table top is in smoked tempered glass back lacquered in the iconic blue of the collection. The table is also available as coffee table.

ATLANTIC TABLE

Atlantic is the sculptural table of the Bugatti Home collection. Its design combines volumes and curved lines resulting in an extremely elegant piece of furniture. The cone shape base is moulded in carbon fibre and supports the large top characterised by a sophisticated metal profile. The surface is covered in precious leather and enriched by the printed contour of the legendary 1936 Bugatti Atlantic obtained with a unique UV print technique.

ATLANTIC CHAIR

The Atlantic chair is the result of an extremely linear project. The thin and technological frame in carbon fibre deletes the volumes and creates a piece which goes beyond the minimalistic style approaching an innovation exclusively based on material and shape. A pure and slender design, enriched by a cognac leather upholstery, which re-interprets the idea of chair with a new elegance.

ETTORE DESK WITH BOARD AND CHAIR

The Ettore office desk conveys a sense of lightness and modernity: a straight top comes out of the board, extending and then lowering down to the base without interruptions. A re-design of the classic executive office desk through the performing use of carbon fibre, the top is upholstered in leather coordinated with the surfaces of the storage cabinet. The matching office chairs feature a leather seat incorporated into the carbon fibre frame.

LYDIA BED

The Bugatti style characterises this masterful interpretation of the bedroom area. The bed, named after Ettore Bugatti's daughter Lydia, translates the aesthetic codes and values of the living furniture into a contemporary solution. The wide and comfortable headboard has an embracing shape enhanced by a Blue Royale profile in contrast with the fabric or leather cover. It is enriched by a precious embroidery of the EB monogram.

ABOUT LUXURY LIVING GROUP

Luxury Living Group is the luxury furniture and homeware company founded by Alberto Vignatelli. Expertise, exclusive materials, creativity and quality are key to the Group's development, with its steady expansion in technology and innovation in a short space of time. The Company, strongly driven by a vision focused on the international distribution of its products, has already developed its brands gallery collections - Fendi Casa, Bentley Home and Trussardi Casa - and its signature gallery, styled by design icons, as well as its own line, Heritage Collection. The Luxury Living Group portfolio is also enriched by the new Bugatti Home Collection as well as the new Ritz Paris Home Collection and Paul Mathieu proposals. www.luxurylivinggroup.com/en/bugatti-home