



LES LÉGENDES DE BUGATTI

صحافة | Presse | News | 新闻 | npecca | Stampa

Bugatti launches Lifestyle Capsule Collection “Bugatti Legends”

- Fashion and accessories collection dedicated to the “Les Légendes de Bugatti” car edition
- Six outfits matched for men and women mirroring the theme of each Bugatti Legend
- One of the first tailor-made lifestyle projects Bugatti has dedicated to its customers

Monterey, Calif./Molsheim, 17 August 2014. On the occasion of the once-in-a-lifetime-presentation of the complete “Les Légendes de Bugatti” Edition at “The Quail: A Motorsports Gathering” and the Pebble Beach Concours d’Elegance this weekend, Bugatti unveiled its latest lifestyle capsule collection dedicated to the successful series of special cars, which honors key personalities and vehicles from the company’s history. The tailor-made fashion and accessories pieces for men and women take inspiration from each of the six Bugatti Legends models and are as exclusive as the sold-out Legends Edition itself.

“The Bugatti Legends Capsule Collection is an authentic example of Bugatti’s new lifestyle activities and exclusive product lines that we dedicate to our customers and lovers of the brand,” says Wolfgang Dürheimer, President of Bugatti Automobiles S.A.S.

The capsule collection interprets - with a contemporary touch - the styles typical of the brand and its design DNA, using exclusive high-quality materials and state-of-the-art machining: buffalo, deer, calf and cordovan leather join precious metal parts in a harmonious union of technology and sophisticated luxury. There is a man’s and woman’s outfit devoted to each of the Legends models, sharing a bond with the respective vehicle through color patterns, prints and illustrations representing the mood and theme of each Bugatti Legend. Each line consists of leather jackets, pants, T-shirts, gloves, belts, hats, scarfs and bags.

The unique six outfits in this striking Bugatti Legends capsule collection are available exclusively for owners of the respective vehicles, with stylistic elements and materials from this ultra-exclusive collection gradually entering Bugatti's general lifestyle collection lines.

"Authentic and with attention to detail, this Bugatti Legends capsule collection is one of the first tailor-made lifestyle projects the brand has dedicated to its customers," explains Massimiliano Ferrari, Managing Director of Bugatti International and in charge of Brand Lifestyle.

"Jean-Pierre Wimille" Legend

Unveiled in California one year ago to inaugurate the Legends series, the "Jean-Pierre Wimille" Legend is dedicated to Bugatti's former factory race driver, who took home the brand's first victory in the 1937 Le Mans 24-hour race and repeated this triumph a mere two years later. The Legend vehicle's design pays tribute to Wimille's racing car in 1937, the Bugatti Type 57G Tank. The outfit celebrates the champion's feats on the lining of the jacket, which has a stylized drawing of the Le Mans racetrack and on the unique edition T-shirt with a print of the racing goggles typical of the period. The dedication is sealed by the driver's signature on the top part of the jacket lining and on the T-shirts. An outfit dedicated to all lovers of precision and attention to detail.

The matched set consists of a man's or woman's jacket in bi-color buffalo hide with tie-dyed heritage treatment. The silk lining is printed with a background of herringbone carbon fiber.

The Jean-Pierre Wimille outfit includes a man's T-shirt in mercerized jersey with all over tie-dyed print, a woman's T-shirt in tie-dyed effect silk jersey with Swarovski crystal decorated print, driver's gloves in blue leather, unisex bi-color buffalo hide belt with a striking EB monogram buckle, a tie-dyed effect silk foulard and clutch with EB logo pattern and an exclusive Borsalino bicolor straw hat for men or women.

"Jean Bugatti" Legend

The "Jean Bugatti" Legend was presented at the Frankfurt Motor Show last year and was created to honor Ettore Bugatti's elder son and his most famous creation, the Type 57SC Atlantic. It represents the family's pioneering spirit and the creative genius of Jean, a key figure in the creation and consolidation of the brand's style. The distinctive characteristic of this line is the special workmanship of the jacket with the iconic Bugatti center line of metal rivets inserted in the back. The jacket lining is printed with the Atlantic Type 57 silhouette and Jean Bugatti's signature. A set with strong, decisive features dedicated to lovers of design.

The matched set consists of a man's and woman's jacket in black plongé leather with silvery details and mastic and cacao bi-color silk lining.

The Jean Bugatti look includes a man's unique edition T-shirt in black mercerized jersey with the Atlantic Type 57 silhouette printed on the back and the signature on the front, a woman's unique edition T-shirt with all-over print silk kimono sleeves and a back in silk jersey, leather

driver's gloves in two shades of cacao, and a unisex bi-color plongé leather belt with striking EB monogram buckle in polished aluminium. Further pieces are a silk foulard and a silk clutch in the same light colors as the car interior, with the Atlantic Type 57 silhouette printed in the center and an exclusive Borsalino bicolor straw hat for men or women.

"Meo Costantini" Legend

The edition continued with the "Meo Costantini" Legend, unveiled at the Dubai Motorshow last year. Meo Costantini was a close friend of the company's founder, Ettore Bugatti. He was the head of Bugatti's factory race team for many years and was also a driver, winning the Targa Florio two times in the Bugatti Type 35, one of the most successful racing cars of all time. Meo Costantini's career lives again on the jacket lining: almost like a snapshot, the print shows him in the Bugatti as he speeds towards the finishing line. The "Meo Costantini" set is dedicated to all lovers of challenges and the world of car racing.

The matched set consists of a man's or woman's light blue plongé leather jacket with silvery details that recreate the center line in the middle of the back.

The Meo Costantini outfit includes a man's unique edition T-shirt in gray mercerized jersey with the same car print as the jacket lining, a woman's gray T-shirt with silk kimono sleeves with all-over print on part of the front and a back in silk jersey, light blue/gray leather driver's gloves and a unisex bicolor plongé leather belt with polished aluminium EB monogram buckle. A silk foulard and a silk clutch in the same light colors as the car interior, with a drawing of the driver in action printed in the center, add to the line as well as an exclusive Borsalino bicolor straw hat for men or women.

"Rembrandt Bugatti" Legend

Another Legends model, which debuted to the world at the Automobile Salon in Geneva this March, was dedicated to Rembrandt Bugatti, brother of company founder Ettore and one of the most important sculptors of the early 20th century. One of his most significant works is the sculpture of a dancing elephant. It decorates the radiator of the Bugatti Type 41 Royale and became one of the brand's symbols and a distinctive feature of Bugatti's current apparel collections. Obviously, the Rembrandt Bugatti look is chosen by all art enthusiasts.

The matched set consists of a man's or woman's jacket in mastic- and cacao-colored intertwined calfskin with bronze galvanized metal parts. The silk lining is printed all over with a herringbone carbon fiber effect and has the dancing elephant in the center.

The Rembrandt Bugatti outfit includes a man's unique edition T-shirt in dark brown mercerized jersey with the dancing elephant printed on the front, a woman's brown T-shirt with the dancing elephant on a silk front and a back in silk jersey, leather driver's gloves in mastic/brown and a unisex bi-color plongé leather belt with striking bronze finish EB monogram buckle. Of course this line also features a silk foulard and a clutch, this time in light beige with the braided leather theme as seen on the car, and an exclusive bi-color Borsalino straw hat for men or women.

“Black Bess” Legend

The “Black Bess” Legend, presented at the Auto China in Beijing, is the modern interpretation of the legendary Bugatti Type 18 “Black Bess”, which went down in automotive history as one of the first ever street legal super sports cars, one of the fastest road vehicles in the world at the time and a direct forerunner of today’s world speed record-holding Bugatti Veyron. Its first owner was the famous French aviator Roland Garros, who wanted a car that was able to drive as fast as his aircraft could fly. The Black Bess look therefore is the mandatory choice for all lovers of speed and high performance.

The matched set consists of a man’s and woman’s original black deerskin jacket with special gold-plated details and galvanized metal. The silk lining is printed all over in gray and shows Black Bess and Roland Garros’ airplane, an endorsement of the union between speed in the sky and on the road.

The Black Bess outfit includes a man’s unique edition T-shirt in gray mercerized jersey with a one-color print, a woman’s T-shirt with black silk front, one-color print and Swarovski crystal details, and a back in silk jersey, black leather driver’s gloves and a unisex one-color plonge leather belt with gold-finish EB monogram buckle. A red silk foulard and a clutch with printed artwork, as well as a special Borsalino black straw hat with gold details for men or women, are other striking pieces of this line.

“Ettore Bugatti” Legend

Bugatti just completed its Legends edition with the presentation of the sixth and final Legends model at this year’s Monterey car week to celebrate company founder and patron of the brand himself, Ettore Bugatti. Ettore Bugatti is one of the most important figures of the automotive world in the 20th century. He knew how to combine his family’s rich artistic heritage with his technological ideas and succeeded in creating the foundation for an unmistakable design language that shaped the brand for years to come. The clean lines of the jacket enhance the dancing elephant, Ettore Bugatti’s legendary signature and the EB monogram on the inside. An outfit for everyone who believes in the values of tradition but never stops looking forward.

The matched set consists of a man’s and woman’s jacket in hand-brushed brown cordovan leather with fine details in blue, the ever-present color that identifies the brand. The lining is in blue silk with all-over carbon fiber print.

The Ettore Bugatti outfit includes a man’s unique edition T-shirt in blue mercerized jersey with placed print and a one-color drawing on the front, a woman’s blue silk T-shirt with one-color print and Swarovski crystal details on the front and a back in silk jersey, brown/blue leather driver’s gloves and a unisex cordovan leather belt with blue interior and silver-finish EB monogram buckle. A foulard and a clutch in brown/blue silk with a dedicated print and a special Borsalino hat make this line complete.

Note: Accompanying images in print quality can be retrieved from the Bugatti press database in the internet at the following address: www.bugatti.com/press
User ID: press
Password: bugatti

Contact for media questions:

Manuela Hoehne
Bugatti Automobiles S.A.S.
Head of Media Relations
Tel: +49 5361 9 15508
Mobile: +49 152 588 891 67
Email: manuela.hoehne@bugatti.com

Marie-Louise Fritz
Bugatti Automobiles S.A.S.
Media Relations
Tel: +49 5361 9 15513
Mobile: +49 152 577054 58
Email: marie-louise.fritz@bugatti.com