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Bugatti presents its Fall / Winter 2014-15 collection at Milan Men's Fashion Week

- **First Fall / Winter collection of men's clothing and accessories**
- ***EB – Ettore Bugatti* and *Extreme Performance* lines feature new capsule collections**
- **Exclusive joint fashion event hosted by Bugatti and L'Uomo Vogue at Casa Alessandro Manzoni in the heart of Milan**

Milan / Molsheim, 10th January 2014. Having successfully launched its new Lifestyle Collection just a few months ago, Bugatti is now showing its first full collection of men's clothing and accessories for Fall / Winter 2014-15. Under the theme "The Magic of La Vie en Blue", the presentation is taking place this Saturday night during Milan Men's Fashion Week at an exclusive event hosted by Bugatti in a special cooperation with the renowned men's fashion and lifestyle magazine L'Uomo Vogue. The Bugatti Fall / Winter 2014-15 collection continues with the two lines, *EB – Ettore Bugatti* and *Extreme Performance*, which were introduced at the initial Lifestyle Collection launch.

After launching its Lifestyle Collection at the renowned Brera Academy of Fine Arts in Milan last September, Bugatti is now returning to the city of fashion to present its Fall / Winter Collection on the first day of Milan Men's Fashion Week. Bugatti and L'Uomo Vogue chose Casa Manzoni, house of famous Italian nineteenth century poet and writer Alessandro Manzoni, as an exclusive and first-time location for a fashion event. The evening's theme "The Magic of La Vie en Bleu" was chosen to reflect the Bugatti Lifestyle and to celebrate the legendary brand's signature colour Bleu, which was originally used by Ettore Bugatti for his first racing cars in the 1920s, following the tradition of blue-painted French racing cars and retained by the brand ever since.

The *EB - Ettore Bugatti* line is entirely "Fabriquè en Italie" and conveys a strong statement: suits with striking sartorial cuts made with prestige Biella fabrics and incredible detailing. They also have a truly unique 'plus': all the garments – designed individually one by one just as a Bugatti car is – share their DNA with the Bugatti marque. To achieve this, Bugatti established a highly select network of suppliers to ensure the excellence of top quality Italian craftsmanship: thus, Biella is used for yarns and fabrics made of the most precious fibres; Riviera del Brenta for the leather garments; Florence for all small leather items; and Como for the silk scarves and ties.

The *EB-Ettore Bugatti* line features three main themes: Flamboyant, Formal Wear and Blue Carpet Soirée

Flamboyant is rather eccentric in tone but extremely refined, designed for men all over the world who challenge style. It has a striking cut and proportions (including wider lapels) and a look that is highly original and sophisticated, thanks to a new treatment defined as “modern special refinement”.

For example, there are new combinations of silk satin, even in jackets and suits made of mélange or yarn-dyed flannel, while exclusive wools and patterns echo the diagonal lines of the carbon used in the car bodies, all bearing the thin Blue Touch. In the jackets, the combination of silk linings has also changed: the Royal Blue Duotone acts as a foil, in the middle of the back, to the Dancing Elephant motif, another emblem of the brand in homage to Rembrandt Bugatti, produced by a new jacquard technique.

The **Formal Wear** theme is dedicated to sophisticated international businessmen and indeed anyone who prefers a refined classic style, with the elegant Blue Touch that’s often tongue-in-cheek too. The materials are always of the highest quality: from Tasmania 180 super S wool, plain or pinstripe, in all possible tones of blue and grey, to the wool and cashmere flannels with micro-patterns or mélange effects, always “shot through” with the family Blue Touch, and the extraordinary sable weave cashmere in a wonderfully deep Royal Blue.

Crucial in all jackets, suits or overcoats are certain special details, such as the Melton Royal Blue undercollar to which a Bugatti Blue “button” with a micro “Silver Dancing Elephant” has been stitched. Or the silver embossed “EB” initials, or the inside label with the wording “Fabriqué en Italie” or, lastly, the linings cut to curving lines and all personalized.

The overwear – the prime focus of this Fall Winter collection – comes in various shapes and lengths, all slim and slightly drawn in at the waist. The materials range from waterproof plain 100% pure wool (with special *storm system* treatments) to various herringbone and black & white optical fabrics. Not to mention other exquisite sables with Blue Code cashmere and sable yarns.

The **Blue Carpet Soirée**, a new capsule, features silk blending with patterned jacquard silk velvet. The Tuxedo comes in various tones of the Blue, all creatively in line with the brand’s style. But there’s also an all-white and an all-black suit to mix with the velvets and silks of the accessories, all matching the brand’s DNA from the Ascot to the bow tie, the cummerbund and everything else needed for parties and dinners, night time and the most glamorous events of the season.

In addition to the series of tailored crisp cotton shirts with raised stitching pointing up the silhouette, plain colour or with micro-patterns or stripes (white on a blue background or vice-versa), there’s a vast tie collection spanning all Bugatti dress codes to complete the outfits of the various groups with suitable harmony or dissonance. There are twill or jacquard silk ties, silk pochettes and Ascots, cashmere and silk stoles, cashmere scarves of various weights and driving gloves that go with all the themes.

The Bugatti Bag is also back for the occasion. The classic shape of this icon from the accessories collection evokes the shape of the typical Bugatti car grill, in various sizes and prestige materials that can be personalized in a bespoke version available exclusively to Bugatti owners.

The Bugatti *Extreme Performance* line

The main concept underlying this outdoor line, brings together ultra-technological materials, weaves and finishes with all the marks of contemporary luxury. The most extreme performance values, tested in stress situations, have been geared to the concept of luxury. The result is extraordinary luxury totally renewed by using innovative materials and an even more high-tech technology. Thanks to this exclusive and on-going research, *Extreme Performance* moves from the *Sports* to the *Super Chic Sports* category.

Examples of this evolution include a blouson made of soft stretch leather backed with soft steel foil that creases and smoothes with the heat of the hand, and the shearling jacket that's undergone side-light tanning (a Bugatti exclusive) to make it opaque or luminous.

There are two new capsules in this line. One is vintage style and dedicated to the Gentleman Driver, with a series of outfits evoking technical features typical of last century's racing drivers. The materials are waterproof vintage-effect leathers adapted in terms of shape, line and detailing in keeping with the style of the original brand: memories of an epoch mixed with the history of the family.

The other new capsule – a series of après ski garments for men and women – uses a combination of Japanese, Italian and German high-tech materials featuring embossed solutions and silicone-waterproofed perimeters (ultrasound sealed) to protect the parts exposed to performance. The garments are defined by lines and colours consistent with the brand's DNA – all off-white or all blue – and by a general use of the Blue Touch, more or less perceptible but always there. The concept of luxury and high performance harnessed together is more evident in this part of the line, as in the case of the white or Bugatti Blue fox on the soft short cape and the Made-in-Italy goose down in the comfy warm jacket combined with other pieces made of technical materials and functional in the extreme: a fusion of elements resulting in great elegance.

About Bugatti

Unlike other automotive brands, Bugatti originated in the field of art. The company founder Ettore Bugatti, born and raised in Milan, Italy, succeeded in uniting this artistic approach with his technical innovations, thus creating the foundation of a design language that was to mould the Bugatti marque. The result has been a series of vehicles far ahead of their time, and which are today numbered amongst the most valuable classic cars in the world. The brand's central philosophy of "Art, Forme, Technique" is a description of its mystique.

Still based where the brand was founded more than 100 years ago, in Molsheim (Alsace, France), the maker of ultimate luxurious super sports cars today is part of the Volkswagen Group and as a brand combines the artistic roots of its Italian founder with French savoir-vivre, and German engineering ingenuity.

With more than 30 dealerships and service partners in 19 countries, Bugatti is a global player today. The brand has a presence in regions including Europe, North and South America, the Middle East, as well as in Japan, Singapore and China.

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Contact for media inquiries:

Manuela Hoehne

Head of Media Relations

Bugatti Automobiles S.A.S.

Tel: +49 (0) 5361 40 3634

Mobil: +49 (0) 1525 888 9167

E-Mail: manuela.hoehne@bugatti.com