

A male model with short dark hair is shown from the waist up, wearing a beige turtleneck sweater, a beige zip-up jacket, and light-colored trousers. He is looking directly at the camera with a neutral expression. The background is a textured, light beige wall.

bugatti

AGENDA 2030

b u g a t t i

the family

We are a second and third-generation family business – and family means sticking together. We are focusing on restoring the brand's emotional core and a return to the Italian origins from 1978. After all, that is precisely what bugatti continues to represent to this day: passion, enjoyment and community.

la grande bellezza

We work closely together as a family, just as we do with our employees and partners around the world because good only becomes great when we work together.

b u g a t t i

VISION

Leading international fashion brand offering an entire brand universe to its fan community through own products and strong licensing partnerships.



PASSION

ENJOYMENT

COMMUNITY

b u g a t t i

MISSION

The bugatti brand is associated with a lifestyle governed by an appreciation of the exceptional and timeless beauty. The brand gets its inspiration from the rich cultural history of Italy, which ranges from the art of antiquity to the modern way of life. The focus is on the use of high-quality materials and an eye for detail, as well as an excellent fit and a fair price/performance ratio in order to communicate a feeling of a high level of sophistication, self-confidence and quality.

bugatti is characterised by a unique combination of passion, enjoyment, community and a marked appreciation of aesthetics.

LA GRANDE BELLEZZA

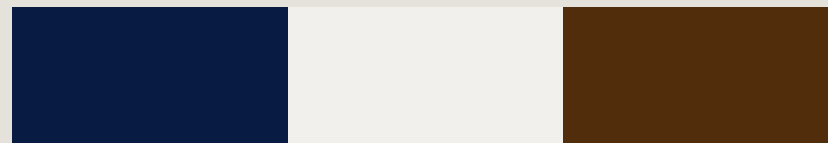
The bugatti brand is a reflection of the Italian philosophy of enjoying life and the Italian cuisine in the form of fashion. Food, drink and fashion are not only necessities but an opportunity to celebrate good taste and community. Sitting at a beautifully laid table in the company of friends and family, sophisticated fashion is appreciated.

bugatti stands for style and inherent good taste. It is a hospitable brand and invites everyone to jointly experience and share this feeling of a fulfilled lifestyle.



b u g a t t i

the flag





bugatti

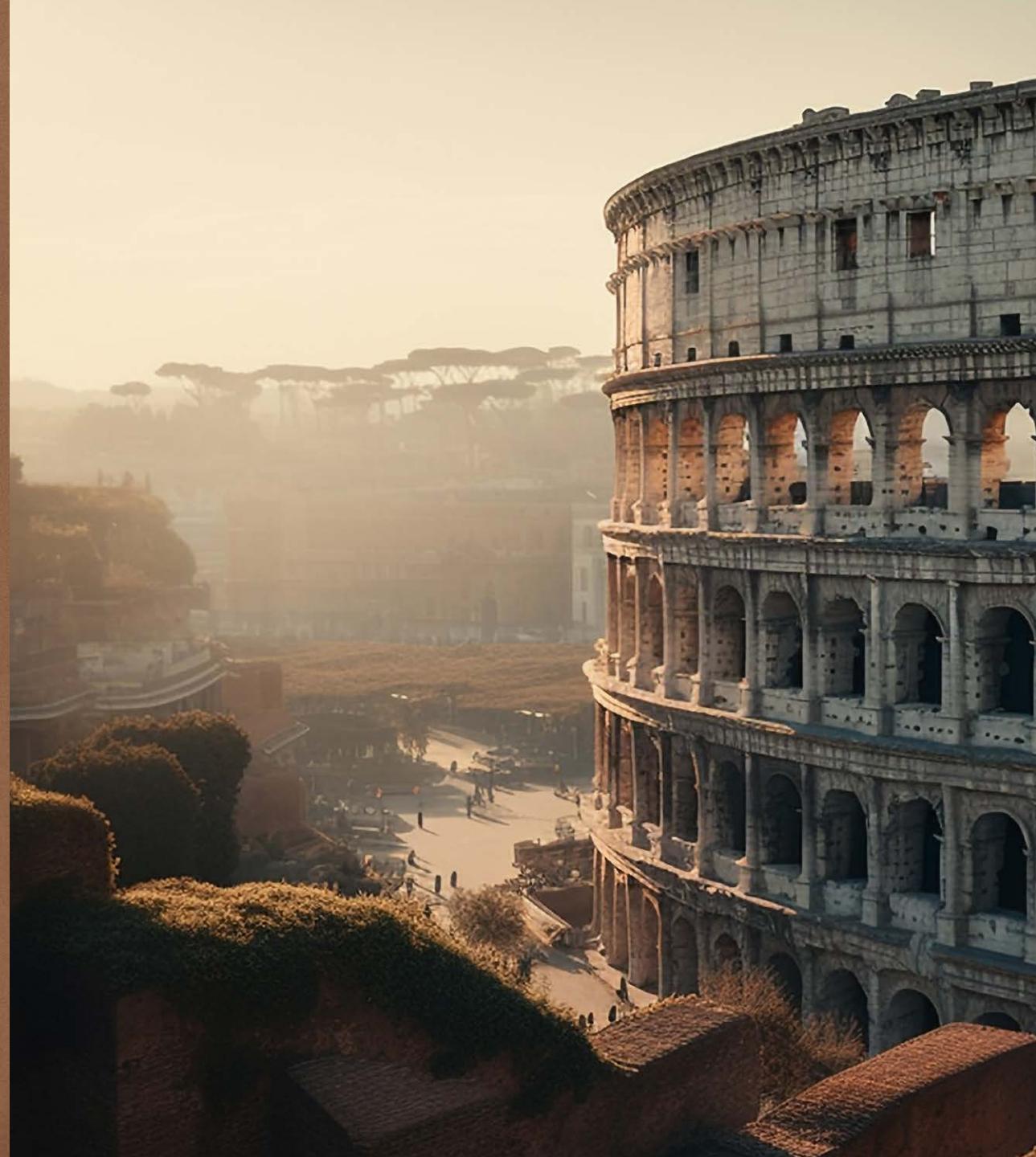
kollektion





bugatti

3 lines





b u g a t t i

blue

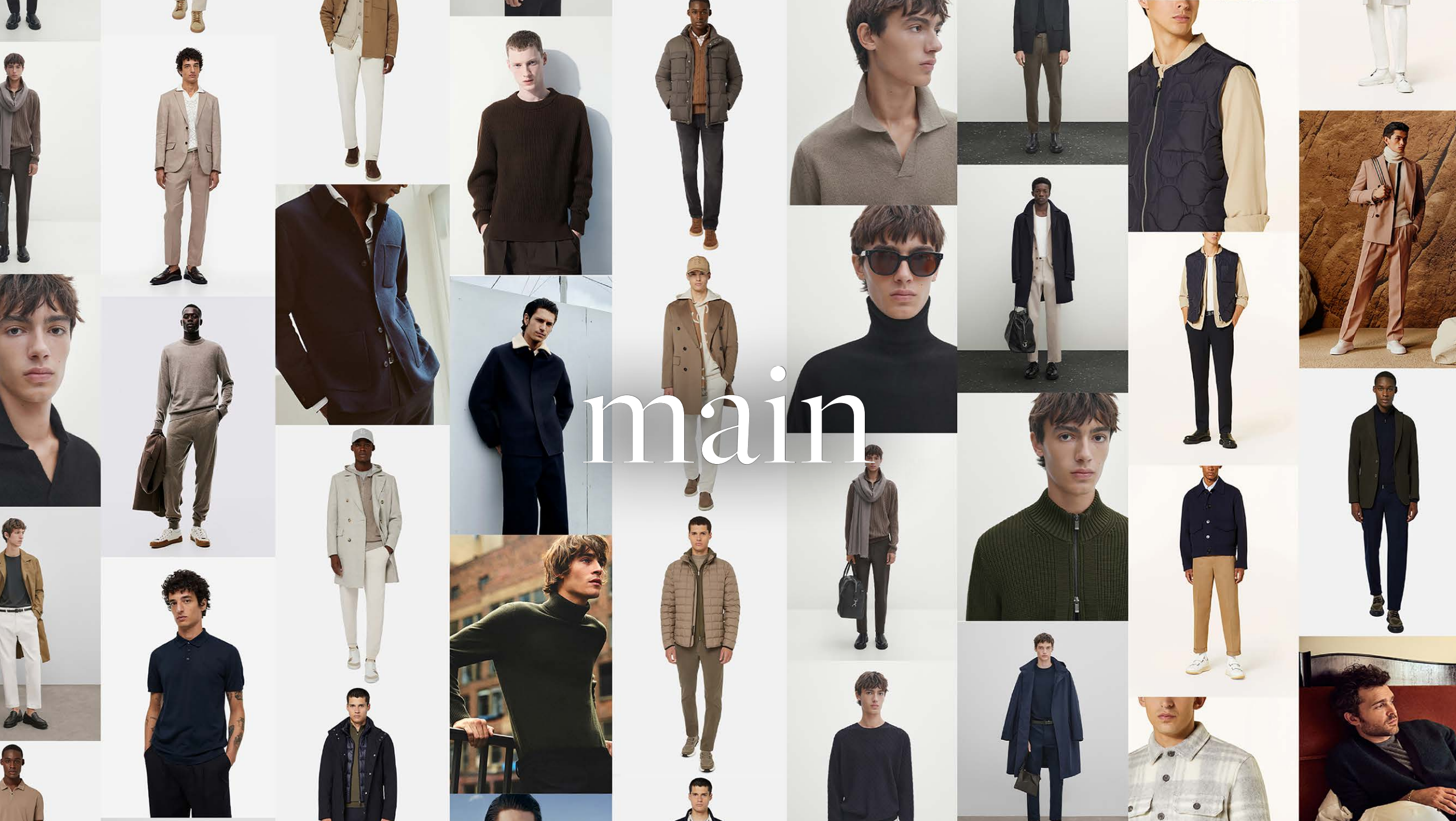


blue



b u g a t t i

main



main



b u g a t t i

gold

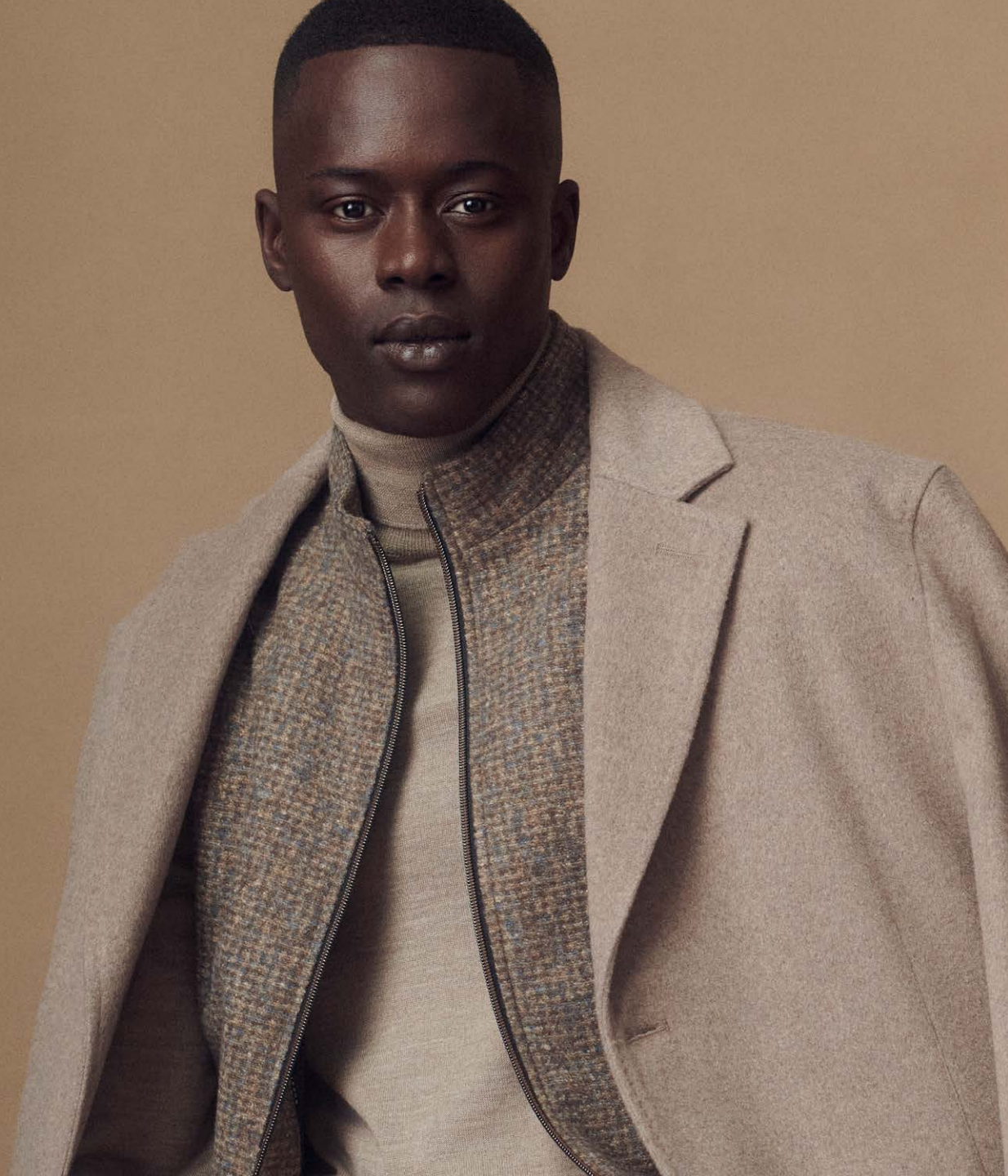


gold

bugatti

the lines





Thanks
grazie

b u g a t t i

