

IN-STORE

## Bugatti opens first retail store for lifestyle collection

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*Bugatti London store front*

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By NANCY BUCKLEY

French automaker Bugatti is opening a dedicated boutique in London for its lifestyle collections in an effort to raise awareness for the growing extension.

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The new store will embody the Bugatti motto of “art, forme, technique” and will showcase the EB – Ettore Bugatti Collection and Bugatti – Performance Luxury collection, which were launched last year. The development of Bugatti's lifestyle components will likely gain interest among fans of the automaker as well as male fashion enthusiasts.

"Bugatti's brand extension to fashion apparel will enhance their relationships with fans and consumers by offering them another way to interact with the brand," said Ken Morris, principal at [Boston Retail Partners](#), Boston.

"Owning Bugatti branded clothes, bags and accessories will give consumers the prestige of being associated with this posh brand without forking over more than \$2 million for a Bugatti Veyron 16.4," he said. "This is a strategic way to position the brand for aspiring consumers until they can one day afford the real thing."

Mr. Morris is not affiliated with Bugatti, but agreed to comment as an industry expert.

Bugatti was unable to respond by press deadline.

Lifestyle from automobiles

In Knightsbridge, London, the first Bugatti store opened with an event titled “The Blue of London.” Several original Bugatti vehicles were set on the blue carpet to greet guests. The presence of the cars in front of the store reminded guests of the brand’s origins, but looked toward the future with the first boutique.

French automaker Bugatti launched its “EB – Ettore Bugatti” collection for fall/winter 2014-15 with a new advertising campaign at the Courchevel 1850 ski resort.

The French Alps served as the background to the automaker’s year-old lifestyle project. The picturesque setting for the fall/winter campaign drove attention to the brand’s new collection and created awareness of the automaker’s clothing and apparel collection ([see story](#)).



*Bugatti event*

In a branded statement president of Bugatti Automobiles S.A.S. said, “Bugatti is not only synonymous with state-of-the-art technology and stunning performance in the automotive sector, but also with a unique lifestyle in keeping with the artistic roots of the Bugatti family. Of course, luxurious and exclusive super sports cars will remain our core business, but we intend to transfer the brand’s huge appeal into areas of life beyond the automotive sector. Our lifestyle collection was a successful first step, which paved the way for our first boutique.”

The boutique itself upholds the automaker’s identity. The aluminum arch in the window display of the store is modeled after the horseshoe-shaped radiator grille on Bugatti cars.

Inside, the boutique is divided into two areas, the EB – Ettore Bugatti collection and the Bugatti – Performance Luxury collection. The EB – Ettore Bugatti collection is the luxury lifestyle area that has dark floors and brown leather wall paneling. The Bugatti – Performance Luxury collection is in the sports and performance area with marble floors and light grey leather wall paneling.



### *Outside store opening*

Also inside the boutique, materials such as aluminum, wood, glass and carbon were used, the same matter in the makeup of Bugatti's Veyron. The free-standing shelves in the store are modeled after the Veyron's rear wing mechanics. The rear wall has shelving units that are inspired by the fin of the Type 57 SC Atlantic.

The incorporation of the vehicles into the store will help to connect the two elements of the brand.

"London, often ranked as the top global fashion capital, is a perfect city for Bugatti to launch its super-luxury fashion boutique," Boston Retail Partners' Mr. Morris said. "Many consumers will be thrilled to experience the theater of shopping in the iconic Bugatti boutique that is inspired by the distinctive design features of their autos."

Thirty more boutiques are expected to open in the next five years in various cities.

### Car fashion

Bugatti will be competing against other automobile brands in a different kind of competition with its lifestyle expansion, as most automakers seem to have some fashion collaboration.

For instance, British automaker Aston Martin looked to connect with fashion fans by collaborating on the design of customized Cygnet city cars with French designer colette.

Colette has customized the interior and exterior of the Cygnet car to show each brand's fashion-forward mindset. Aston Martin produced 14 of these exclusive models ([see story](#)).

Similarly, British automaker Jaguar launched a new apparel collection at the Paris Motor Show 2014 that is inspired by the brand's historical moments with the D-Type race car.

In 1957, the D-Type saw Jaguar's most successful year, making it an important part of the automaker's history for the past 60 years, and this particular car will now continue its historical influence with the Heritage '57 collection. The presentation of the apparel

collection at the Paris Motor Show enhanced Jaguar's presence at the event and interest consumers who were looking to interact with the automaker further ([see story](#)).

Entering the fashion world will give Bugatti a chance to connect with fans looking to engage with the brand.

"The Bugatti boutique opening in London and other key fashion-forward markets will elevate the visibility of the Bugatti brand and inspire consumers to covet the exclusive collections," Mr. Morris said. "Bugatti apparel could become the hottest new status symbol for fashion passionate consumers."

#### Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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