

APPAREL AND ACCESSORIES

Bugatti expands retail presence in Luisa Via Roma partnership

June 15, 2016



Ettore Bugatti will be sold by Luisa Via Roma

By STAFF REPORTS

French automaker Bugatti is driving into Luisa Via Roma to sell its apparel and accessories collection to the Italian retailer's global clientele.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Bugatti and Luisa Via Roma have entered into a two year contract allowing the automaker's Ettore Bugatti collection to be sold to local and international consumers on Luisa Via Roma's store and Web site. Choosing an appropriate retail partner is important for brands not accustomed to selling outside their primary sector.

Driving sales

Luisa Via Roma will be the first place in Italy where consumers can shop the Ettore Bugatti collection of apparel and accessories. Bugatti entered the lifestyle space in 2013.

The collection reflects the spirit of Bugatti's heritage and vehicles. Each piece has the automaker's "unique style, flamboyant attitude, skilled workmanship and exquisite materials."

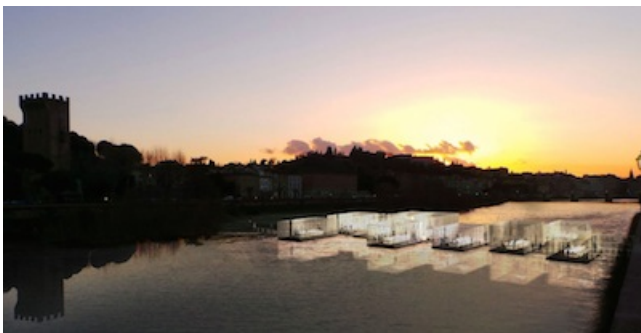


Ettore Bugatti t-shirt, available at Luisa Via Roma

Ettore Bugatti's fall/winter 2016 collection will be the first to be sold at Luisa Via Roma's store in Florence and on its international Web site. The line includes leather jackets between about \$3,000 to \$4,500, formal menswear, t-shirts, leather goods such as a handbag, belts, driving gloves and wallets, as well as silver and rose gold belt buckles.

The Bugatti and Luisa Via Roma partnership was launched June 14 during menswear tradeshow Pitti Uomo in Florence. The collaboration was celebrated with an exclusive event on the "Bridge of Love" installation on the Arno River.

Luisa Via Roma's Bridge of Love was created to generate a conversation surrounding the migrant crisis. Conceived by architect Claudio Nardi, is a series of floating cubes connected by suspension bridges, creating a connection between the two banks of the river.



Luisa Via Roma's Bridge of Love rendering from Claudio Nardi Architects

On June 13, the bridge hosted a gala dinner and VIP lounge, including an Underwater Love Party, all as part of World Refugee Day. From there, the space will be used for special projects and presentations, marking the first time the Arno River has been used for an exhibition space ([see story](#)).