

AUTOMOTIVE

Bugatti, Armani join forces for active lifestyle capsule

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Giorgio Armani for Bugatti collection

By STAFF REPORTS

Italian fashion label Giorgio Armani and French automaker Bugatti are teaming up to dress the man who seeks luxury in all areas of his life.

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The first collaboration between the two brands features small leather goods and apparel in colorways and designs that reflect the automaker's aesthetic. Launching for fall/winter 2016, this collection enables both partners to draw on their shared passion for quality and craftsmanship.

Like-minded

Complimenting the capsule collection's color palette of army green and cognac, Bugatti's signature blue makes an appearance in the lining of bags, the inside of pockets and in the insoles of footwear. The brand's horseshoe emblem, seen on the front of its vehicles, has been fashioned into pendants for bags.

Within the leather goods assortment, crafted out of calfskin or crocodile, are a briefcase, a larger weekender, belts, wallets, iPad covers and beauty cases. Clothing includes a cashmere coat, blouson jacket and sweaters, a leather jacket and denim jeans.



Giorgio Armani for Bugatti

"It was very natural to come together with Bugatti," said designer Giorgio Armani in a brand statement. "We both worship things that are made well, made to last, created out of the best materials.

"The capsule condenses this encounter in a series of clothes and accessories designed to be worn by men who only look for the best and who live an active and dynamic lifestyle," he said.

These pieces, made in numbered limited edition, each bear a Giorgio Armani for Bugatti label. The collection will be available beginning in August at Armani and Ettore Bugatti lifestyle boutiques.

"Cooperation with Giorgio Armani is a great honor for us," said Wolfgang Drheimer, president of Bugatti Automobiles.

"When one of the most influential and highly recognized fashion and lifestyle brands and the most exclusive super sports car brand in the world, which has its roots in art and design, join forces, this is an unusual, exciting and inspiring project," he said. "The result is an extremely well-made combination of the style and perfection of Giorgio Armani and the Bugatti brand DNA."

Looking to expand their offerings beyond cars, automakers have launched strategic partnerships.

British automaker Bentley is heading to the green with a new collection of bespoke golf equipment.

Bentley Golf, produced in collaboration with Professional Golf Europe, includes clubs, bags, luggage and accessories featuring details that mirror the look of Bentley vehicles. This collection brings the Bentley lifestyle to a new area of consumers' lives, allowing loyalists to have more interaction with the brand on a day-to-day basis ([see story](#)).