

APPAREL AND ACCESSORIES

## Bugatti unveils new showroom design alongside Geneva Motor Show

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*Bugatti Chiron*

By STAFF REPORTS

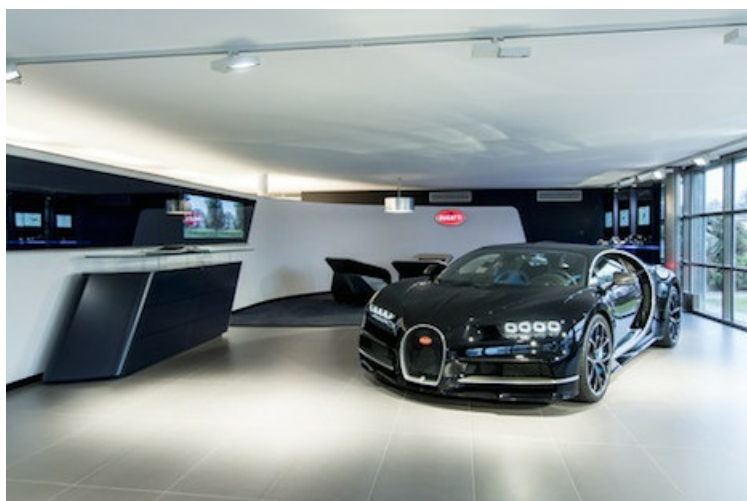
French automaker Bugatti is giving attendees of the Geneva International Motor Show a further place to explore its brand with the opening of a redesigned showroom in the Swiss city.

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The showroom, which is located nearby to the car show venue Palexpo exhibition center, reopened with its new look ahead of the industry event. As Bugatti unveils the highly anticipated consumer model of its Chiron, this retail store can act as a commercial extension of its show stand.

New look

This showroom, operated by The Chevalley Group, is one of the brand's largest retail outlets in Europe. The 1,400-square-foot space can display two cars with additional areas for brand exploration.



*Inside Bugatti's Geneva showroom*

A lounge is outfitted with pieces from Bugatti's home collection that were designed specially for its showrooms. While developed for retail use, this collection is also available for purchase.

Additionally, a heritage section provides information on brand pillars such as art, form and technique.

Bugatti's Geneva showroom is the 14th brand outpost to be made over in this new design.

While at the dealership, consumers can configure a Chiron, which is currently making its consumer debut. The model, which premiered at the Geneva show last year and features a starting price tag of \$2.6 million, has just begun deliveries.



*Inside Bugatti's Geneva showroom*

The brand is also showcasing a new consumer Chiron at the auto show, which runs until March 19.

Switzerland is the third largest European market for Bugatti, following Germany and the United Kingdom. Fifteen of the 250 orders for the new Chiron came from Swiss buyers, and 10 percent of the 450 Veyron cars sold originated from Switzerland.

Bugatti has a total of three dealerships in Switzerland, with additional showrooms in Zurich and Gstaad.

"Geneva has traditionally been an important location for Bugatti in Europe," said Dr. Stefan Brungs, member of the board of management of Bugatti Automobiles. "We are pleased that all the Bugatti sales facilities in Switzerland now feature the brand's new showroom design."

Bugatti, like a number of other luxury automakers, has been expanding its lifestyle approach, diversifying beyond cars through partnerships and product lines.

In 2014, Bugatti opened a dedicated boutique in London for its lifestyle collections in an effort to raise awareness for the growing extension.

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 the previous year. The development of Bugatti's lifestyle components will likely gain interest among fans of the automaker as well as male fashion enthusiasts ([see story](#)).