

WATCHES

Bugatti introduces first smartwatch

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The Bugatti Ceramique smartwatch. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti has introduced its first collection of smartwatches, the Bugatti Ceramique.

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The Bugatti Ceramique Edition One aims to mirror the precision and technology of the Bugatti sports car crafted in Molsheim. Each smartwatch is made by hand, and integrates more than 1,000 individual parts working together.

Bugatti Ceramique

The collection includes three models: La Noire; Divo; and Pur Sport. Every piece is made by hand, produced by a team of renowned watchmakers.

The brand's smartwatches represent the same standard of quality and technical innovation of Bugatti's own hyper sports car models.



The new smartwatches are waterproof and feature sapphire glass. Image credit: Bugatti

The bezel and case of each luxury smartwatch are carefully sculpted and milled from scratch-resistant ceramic of the smallest tolerance, made possible by a precise CNC process.

In a second process, the case and bezel are polished, brushed and refined with special laser technology.

Bugatti has recently been stepping into sectors outside of sports cars.

In May, the French automaker expanded its lifestyle collection with a unique new addition perfect for billiards sports fans.

The newest product from the Bugatti Lifestyle collection is a pool table adorned in carbon fiber, built to meet the same high standards of any product from the French automaker. Devoted Bugatti clients can build on their collection with this pool table featuring optional highly advanced gyroscopic self-leveling technology for use on a yacht ([see story](#)).

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