

AUTOMOTIVE

## Bugatti, Champagne Carbon partner in latest Sur Mesure collaboration

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By LUXURY DAILY NEWS SERVICE

The latest collaboration between Italian sports car maker Bugatti and vintner Champagne Carbon in its Sur Mesure service is "La Bouteille Sur Mesure," a Champagne Carbon handcrafted fiber bottle containing a client's choice of bubbly, nestled in a sculptural case to match the Mistral, Chiron, Divo or Bolide cars.

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This latest collaboration closely follows "La Bouteille Noire," a 15-liter bottle of Champagne Carbon vintage, the sculptural case of which was inspired by Bugatti's La Voiture Noire.

"Champagne Carbon and Bugatti are steeped in history, (and) we are always looking for ways to create entirely new experiences for our customers," said Alexandre Mea, CEO of Champagne Carbon, in a statement.

"We wanted to create a truly unique lifestyle experience, and this is what La Bouteille Sur Mesure' delivers," he said.

The combinations are completely customizable owners can choose to match their sculptural case to their own car model or one of the other three making this the latest in a line of bespoke products unprecedented in viniculture.

Fine pairing

La Bouteille Sur Mesure, like its predecessor, captures the essence of Bugatti's models that inspired it with bold lines, extreme curves and meticulous attention to detail.

Clients can customize their bottle via a number of innovations including the option of installing an automatic solid-state thermodynamic cooling cell which uses the same technology used in orbiting satellites, to keep the Champagne at ideal temperature.

Also, they can choose to have the bottle forged in photoluminescence a first for carbon-fiber bottles.

However, each client chooses to individualize his or her bottle and case, the result is less accessory, more unique work of art.

"These highly individualized and luxurious bottles will be the perfect match to every customer's hyper sports car," said Wiebke Sthl, managing director at Bugatti International, in a statement.