

AUTOMOTIVE

## Bugatti, Asprey Studio back limited-edition metal egg collection with blockchain technology

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*The luxury item represents a fusion of past and present, while NFT-backed art pieces modernize both brands. Image credit: Bugatti*

By LUXURY DAILY NEWS SERVICE

French automaker **Bugatti** has teamed up with British luxury goods house Asprey to create an exclusive set of decorative eggs, with ties to a virtual element.

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Crafted from precious metals, the **Asprey Bugatti Egg Collection** consists of only 111 limited-edition units. Each egg has also been formed into an accompanying NFT artwork, digitally capturing the essence of a collaboration between the two bespoke brands.

"We are proud to present the Asprey Bugatti Egg Collection," said Ali Walker, chief creative officer at **Asprey Studio**, in a statement.

"Not only does this push the boundaries on a production level, but the generative art coded by our strategic partner and Bitcoin experts Metagood using the equation of the egg shape of the actual sculpture as an NFT in Bitcoin is a new form of expression and art itself," Mr. Walker said. "The NFT and the sculpture are linked by this equation."

**Sterling job**

A deep fan of design, the ovular shape itself takes after the interests of Carlo Bugatti, the father of the automaker's founder, who once said, "The purest perfect shape of nature is the egg."

His son, Ettore Bugatti, would go on to form an egg-shaped radiator grill in honor of his predecessor. The feature was eventually replaced with a flatter bottom for improved aerodynamics in 1924, however, the silhouette is not lost in the company's story.

A new, limited-edition drop celebrates the heritage of the European company and its partner. The collection can be ordered at [aspreybugatti.com](https://aspreybugatti.com).

"The purest perfect shape of nature is the egg."

Carlo Bugatti @AspreyStudio#BUGATTI #ASPREYBUGATTI #ABEgg #BitcoinNFT #Phygital  
[pic.twitter.com/MhAZdO7Yvl](https://pic.twitter.com/MhAZdO7Yvl)

Bugatti (@Bugatti) April 3, 2023

For the special selection, Bugatti's Royal-Warrant holding partner used carbon fiber, cloaking the eggs in sterling silver and diamond weavings. According to the brand, the lattice's movements reflect Asprey's jewelry expertise and the decorative furniture that Mr. Bugatti made.

The specially-designed egg's encasement opens with a diamond door, revealing a scene of Bugatti's home, Chateau Saint Jean, in Molsheim, as well as a removable "Bugatti Type 41" Royale Esders model made of sterling silver.

The model is also the reason the surface of the egg is covered in a "Dancing Elephant" pattern, as it is featured across the company's car bonnets. Asprey Studio took scans of original models in Molsheim, enabling precise application on behalf of the project's silversmiths ([see story](#)).



*A "Dancing Elephant" motif dons the bonnet of one of Bugatti's most luxurious models. Image credit: Bugatti*

Bringing together a sense of historic identity and the future, the collection is also backed up by blockchain technology.

The physical objects and a set of corresponding NFT artwork mark the very first collection made by two luxury brands that "inscribes digital content on the Bitcoin blockchain," according to Bugatti.

This brings a level of permanence to the table, ensuring that the lavish eggs can exist forever in the metaverse.

"Ettore Bugatti believed in aesthetic engineering, creating art out of each component of his vehicles," said Wiebke Sthl, managing director at [Bugatti International](#), in a statement.

"He saw the world through the eyes of an artist, taking inspiration from the work of his creative family," Mr. Sthl said. "We maintain these values to this day at Bugatti, working closely with our partners like Asprey to create objet d'art in the vision of our founder.

"The creation of the Asprey Bugatti Egg Collection is a wonderful homage to our history and the creations of Ettore, designed with the pioneering spirit and attention to detail that led to his brand becoming revered throughout the world."