

AUTOMOTIVE

First-ever 'Bugatti Residences' to debut in Dubai

May 18, 2023



The maker of hypercars plans to bring its bold and innovative style of design to the residential market for the first time. Image credit: Binghatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti is partnering with Binghatti, a Dubai-based real estate development firm, to bring a brand new experience to its customers.

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The legendary car brand is poised to stake its claim in luxury real estate with the announcement of "L'Art de Vivre," the first Bugatti Residences in the world. Bugatti has picked Dubai as the launchpad for this venture, and in partnership with the local firm, plans to bring its signature bold style to the residential market.

"It almost seems like fate for our two companies to have come together," said Mate Rimac, CEO of [Bugatti Rimac](#), in a statement.

"We share a vision of what a Bugatti branded residence should be," Mr. Rimac said. "Muhammad Binghatti has a profound appreciation for the world of automotive design and luxury as well as a talent for creating iconic architecture.

"With this partnership, we will follow the words of Ettore Bugatti: If comparable, it is no longer Bugatti."

Top of the world

The luxe residential structure is said to be a large tower, taking after many of the buildings that will surround it upon completion, taking inspiration from architecture found on the French Riviera, a region that is home to Bugatti's headquarters.

Branded residencies have been popping up more and more as of late, both outside of and within the luxury auto sector ([see story](#)). However, this move is a first for the iconic automaker, now readying to infuse brand codes and allure into physical living spaces.

The first BUGATTI Residences in Dubai - created with UAE real estate developer [@Binghatti](#). In the heart of the metropolis, the art of living will soon take on a profound new form to be

revealed on May 24th, 2023.

Discover more: <https://t.co/TUbWu0EVfd#BUGATTIResidences> pic.twitter.com/UqHGpguE1W

Bugatti (@Bugatti) [May 15, 2023](#)

"When you open the door of a Bugatti and sit inside, you know instantly that it's very special; something truly incomparable," said Muhammad Binghatti, CEO of Binghatti, in a statement.

"Only a select few will have the opportunity to experience this, and with Bugatti Residences, we wanted to translate this feeling into a highly exclusive retreat in the heart of the metropolis."

Currently, details are sparse on what the building, individual residences and amenities will look like. The partnered companies will announce more during an event being held on May 24 at the Coca-Cola Arena in Dubai.

This is only the latest instance of Bugatti's embrace of booming luxury trends, recently exploring the world of NFTs through art ([see story](#)).

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