

AUTOMOTIVE

## Bugatti hosts inaugural luxury summit in Molsheim

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*Event attendees hailed from a range of companies, from global consulting firm Bain & Company to Parisian fashion brand Maison Margiela. Image credit: Bugatti*

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By LUXURY DAILY NEWS SERVICE

Gleaned from an exclusive event that explored industry trends, French automaker Bugatti is going wide with business insights.

Held in June of this year, the brand's first-ever "Luxury Summit" gathered experts and executives from the realms of tech and luxury to discuss the future of the sector in which the affair's attendees specialize. Programming was hosted at the Chateau Saint Jean, a historic winery based in Molsheim, France, where the manufacturer is based.

"When we look at Bugatti, we don't simply hope to create an extraordinary car, we want to build a whole luxury experience for our customers.," said Christophe Piochon, president of [Bugatti Automobiles](#), in a statement.

"Our aim with this event was to gather experts from the luxury industry to collectively discuss new trends and new opportunities for our brands," Mr. Piochon said. "The world is changing more rapidly than it ever has before and we, together, need to find ways to adapt to this ever-shifting luxury ecosystem.

"These rich discussions with a diversity of thought leaders enabled us to understand that all these new trends create great opportunities to strengthen our relationship with our customers and go beyond their expectations, not only with our cars but with the lifestyle we offer."

### Future-forward

Guests were welcomed into the same quarters where Italian-born brand founder Ettore Bugatti would often entertain his company's customers and VIPs.

The nod to the past framing this season's inaugural conference, Bugatti kicked off the day with an opening keynote from professor and author Ashok Som outlining "how the COVID-19 pandemic changed the mindsets of consumers and required luxury brands to adapt," per a statement.

Keynote speeches, panel discussions and workshops from the likes of author and luxury expert Rebecca Robins ([see story](#)) and OTB Group managing director Stefano Rosso joined the lineup.



*Panelists discussed the luxury retail and hospitality sectors, among other timely topics. Image credit: Bugatti*

"Tech as an ultimate customer relationship enabler" focused on the use of digital tools in the creation of custom luxury experiences while a panel surrounding eco-consciousness entitled "Sustainability: the circular economy of luxury" floated topics such as product traceability and eco-friendly material adaptation.

Guests were treated to an evening celebration full of fine wines and upscale dining options from a menu created by Paul Stradner, chef of the two-Michelin-star restaurant Villa Ren Lalique.

To round out the night, Bugatti's custom "Golden Era" Chiron Super Sport model was shown off for the first time, preceding its public unveiling in early August ([see story](#)).

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