

AUTOMOTIVE

Leading with lifestyle, Bugatti redesigns ecommerce portal

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For the first time, shoppers from around the world can visit one digital storefront to browse an entire range of the brand's lifestyle products. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti is enhancing the experience it offers audiences online.

Shoppers from around the world can, for the first time, visit a single digital portal to browse the brand's entire lifestyle product range. Revealed today, the new-and-improved global ecommerce platform stocks items of interest to Bugatti enthusiasts, from high-end home dcor to special-edition collectibles.

"Bugatti Brand Lifestyle has been on an extraordinary trajectory over the past few years, regularly achieving double-digit percentage growth," said Wiebke Sthl, managing director at [Bugatti International](#), in a statement.

"We have curated a broad and diverse range of products that feel authentically Bugatti, choosing partners that really share the ethos of our brand so that we don't just expand our reach, but we actually build upon the decades of incredible heritage that we have," Ms. Sthl said.

Racing forward

Open for business at <https://bugatti.store>, a bevy of clothing capsules, premium headphones and high-security safe collections are among the assortment now being shipped worldwide.

Branded releases, from Carbon Champagne for Bugatti collection ([see story](#)) to e-scooters and smartwatches, can be ordered at the click of a button.

Some rarities such as bespoke scale models of the Baby Bugatti II supercar and fine timepieces from Jacob & Co are available upon inquiry; customer requests for callback are answered within 24 hours.

Each lifestyle listing involves a product designed specifically for Bugatti in collaboration with brand partners.



High-end wearables are a small part of the automaker's latest offerings. Image credit: Bugatti

Aiming to provide a brand experience that embraces three pillars: innovation, personalization and state-of-the-art technology, the digital initiative suggests that Bugatti's desire to be regarded not just as a maker of supercars, but as a force in the overall luxury space, remains strong.

"Customer service and creating extraordinary innovative experiences are at the heart of Bugatti's ambition, and it was the next logical step for us to rethink a home for all our incomparable lifestyle products," said Ms. Sthl, in a statement.

"Now, enthusiasts of the Bugatti brand from all over the world can access the Bugatti universe more easily than ever before, supported by a seamless and easy-to-navigate design, complete with dedicated customer service."

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