

AUTOMOTIVE

Bugatti unveils next-gen eyewear collection

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The company is expanding its selection of accessories. Image credit: Bugatti

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French automaker Bugatti is building on previous lifestyle portfolio additions.

Celebrating its upcoming hybrid hypercar, the Tourbillon, the company has unveiled a limited-edition eyewear frame of the same name. The design headlines a selection of new eyeglass accessories created in collaboration with California-based manufacturer Optical Business International (OBI).

"In every facet of its design, the Tourbillon embodies the essence of Bugatti: uncompromising precision; sculptural beauty, and daring creativity that defines our new era," said Mate Rimac, CEO of **Bugatti Rimac**, in a statement.

"Infused with that same spirit of ingenuity, the Tourbillon Limited Edition frame is a natural choice for discerning customers seeking effortless elegance delivered in a way that only Bugatti can.

Future vision

Tourbillon Limited Edition features a 3D-printed titanium frame. Bugatti has only produced 100 units.

Each piece is housed within a custom carbon fiber collector's box inspired by the new hybrid supercar's unique suspension system. From there, the collection expands outward while maintaining its central inspirations, including the brand's first-ever rimless frames, as well as spectacles fit with precious gemstones, diamonds, silver and gold via the Precious Collection.



The automaker has extended its partnership with OBI through 2030. Image credit: Bugatti

The collection was formally shown off during the SILMO 2025 creative conference in Paris, which came to a close on Sept. 29.

"Extending our partnership with OBI not only strengthens our collaboration but also opens new and exciting pathways for the future of Bugatti Eyewear," said Wiebke Sthl, managing director of Bugatti International, in a statement.

"Together, we look forward to shaping an era of quiet luxury and refined sophistication always guided by the unparalleled craftsmanship that has defined Bugatti and will continue to shape our partnership for years to come."

Bugatti has been actively expanding its lifestyle catalog in recent months. Another one of its projects features a bespoke table clock created in collaboration with New York watch and jewelry retailer Jacob & Co. and French crystal maker Lalique ([see story](#)).

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