2016-2026: Celebrating 10 years of Bugatti Home

Ten years ago, Bugatti and Luxury Living Group joined forces with a shared vision: to translate the brand's unique DNA into a new dimension of living, where Art, Forme, Technique could extend beyond the automotive world. Since then, this philosophy has guided every creation, shaping a collection where craftsmanship, innovation and performance coexist in harmonious balance.

"Over the past decade, Bugatti Home has established itself as a distinctive presence within the world of luxury interiors," said Andrea Gentilini, CEO of Luxury Living Group. "This milestone not only celebrates what has been achieved, but also marks the continued evolution of a vision where craftsmanship, innovation and customization remain central."

First introduced in 2016, the Icon Collection marks its 10th anniversary through a renewed material language. A selection of signature pieces is reinterpreted in new carbon fiber finishes - bronze and burgundy - expanding the expressive potential of one of Bugatti's most emblematic materials. These new tones introduce warmth and depth while preserving the technical precision intrinsic to the collection.

Among these pieces, the Ettore bureau and Ettore office chair from the original Icon Collection are now presented in bronze carbon fiber, while the Royale armchair is introduced in a deep burgundy finish. Across each design, structure and surface merge into a continuous, fluid gesture, expressing a seamless dialogue between innovation and craftsmanship.

"We are delighted to return to Milan Design Week with Bugatti Home at such a significant moment in its evolution. This special anniversary allows us to both reinterpret our most iconic pieces and introduce new expressions of bespoke design, while offering an immersive experience that reflects the full breadth of the Bugatti Home universe."

Wiebke Ståhl, Managing Director of Bugatti Lifestyle

Alongside this evolution, Bugatti Home also introduces the new TYPE_21 modular sofa - a sur mesure system conceived around flexibility, comfort and personalization which offers customers the opportunity to go beyond the usual customization program. Defined by generous proportions and a strong architectural presence, the sofa enables multiple configurations through linear, corner and pouf modules.

A movable backrest enhances adaptability, enabling different seating experiences, while feather-filled cushions introduce a tactile softness. Designed to be repositioned and replaced over time, these elements bring a dynamic quality to the piece. Sartorial details, including hand-finished stitching and the embroidered "EB" logo, reinforce the connection to Bugatti's heritage, while the leather strap integrated into the armrest subtly references the marque's automotive codes.

Since its debut in 2016, Bugatti Home has expanded its global presence across key international markets and new brand touchpoints - from its first monobrand boutique in Dubai to Paris and the Bugatti Home Atelier in Milan.

Located on the first floor of Palazzo Chiesa in Corso Venezia 36, the Bugatti Atelier is conceived as an immersive environment reflecting Bugatti's vision of contemporary living, where materials, forms and atmospheres converge in a cohesive narrative. The space offers a high level of personalization, mirroring the bespoke approach applied by Bugatti to its hypercars.

At Milan Design Week, guests are invited to discover the reinterpreted Icon Collection alongside the new TYPE_21 modular sofa within this setting. The experience is further enhanced through a collaboration with TIDAL AUDIO, Bugatti's partner for high-end audio systems, marking its debut at the renowned Milan event.

TIDAL AUDIO's philosophy centers on creating a deeply emotional connection with sound, engaging the senses beyond traditional listening. This approach aligns with Bugatti Home's vision: to create environments that are not only visually distinctive, but also capable of evoking emotion, where design, technology and lifestyle converge.

To mark the anniversary, the Bugatti Home Atelier also hosted an exclusive, private conversation between Bugatti and Luxury Living Group. Featuring Monique Zappalà, Art

Director of Bugatti Home, and Luigi Galli, Heritage and Certification Expert at Bugatti, the discussion explored the shared heritage and design philosophy behind the collection, from Carlo Bugatti's artistic legacy to its continued influence today.