

## PRESS RELEASE

bugatti  
we are europe

### Wrap your Apple iPhone 8 in luxurious sophistication with the new Ultrasuede® collection by Bugatti

**xx September, 2017** – *Bugatti launches new high-end Ultrasuede® collection*

Handcrafted from premium Ultrasuede®, the new bugatti collection is built for character. Since its debut in 1970, Ultrasuede®, has undergone many technological innovations and it continues its evolution today, where all weather comfort and breathability meets carefree maintenance.

The Ultrasuede® collection for Apple iPhone 8 adds both a visual and a tactile dimension unmatched by any other substrate. The sensual touch and soft padding combines unmatched beauty and protection for phones and is available in four colours in two different styles, “Londra”, a snap case, and “Parigi”, a folio case. The cases include a distinctive slot on the back where you can insert all of your must-have cards and have them at your fingertips. The slot has a debossed lining and is carefully stitched, giving the case an extra refined touch.



The

Ultrasuede® collection for iPhone 8 is available to purchase in four colours, Raspberry, Opal, Blue and Grey.

BUGATTI LONDRA ULTRASUEDE £25.00

BUGATTI PARIGI ULTRASUEDE £30.00

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## **PRESS RELEASE**

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### **About Bugatti**

Based on the solid foundations of the family company Brinkmann, bugatti has established itself as an international fashion brand. Today, the label offers a full range of men's business and leisure fashion as well as ladies' jackets, shoes and bags, in the medium and high-end genre. The bugatti style is sophisticated, chic and casual. Women and men aged 30 and over with an above-average net household income are the brand's core target group. Product expertise, variety and exceptional value for money are the success factors behind the brand. The brand values "reliable", "cosmopolitan" and "superior" provide the direction at all brand touch points. With its positioning as "The European Brand", bugatti opens up a view of an urban, individual, vibrant and open-minded Europe. The cultural region Europe forms the basis for brand presentation at all levels. The label demonstrates its global significance with an export share of over 50% to more than 60 countries of the world. With their products, 15 licence partners (including shoes) help to make sure that men can clothe themselves in bugatti from head to toe, thus representing a central component of the brand's success.

### **About Telecom Lifestyle Fashion**

Telecommunication meets Lifestyle and Fashion: Telecom Lifestyle Fashion B.V. is a company with a passion for mobile device accessories. A global partner in licensing, design, development, manufacturing, marketing and distribution of high-quality protective gear for mobile devices from leading luxury and premium lifestyle and fashion brands.

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