

# CLASSIC DRIVER

## [Bugatti opens new showroom and lifestyle boutique in Monaco](#)

### Lead

Bugatti and Monte-Carlo – there is probably no more logical combination. Bugatti scored victory in the first Monaco Grand Prix in 1929, and today the traffic around the principality is studded with the company's Veyron hypercars. Now Bugatti has recognised this hotspot of the Jet Set...

### A showroom and boutique in the Fairmont Hotel



To coincide with the Monaco premiere of the [new Chiron](#), Bugatti has opened a new premises on the ground floor of the Fairmont Hotel. The space is designed as an introduction to the historic brand, with both a small showroom and a connected lifestyle boutique. Bugatti already has similar premises in Munich and Tokyo – its Monte-Carlo showroom has been opened in collaboration with Monaco Luxury Motors, which has been the official Monaco Bugatti distributor since 2013. The showroom area is furnished with Bugatti's own items, crafted from the finest leather and blue exposed carbon-fibre – materials used in the brand's flagship hypercar.

*Photos: Bugatti*

### Gallery

