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PRESS RELEASE

Ho voglia di Capri – Summer begins in Capri:

bugatti presents the spring/summer 2026 collection

“Ho voglia di Capri”

Under the motto “Ho voglia di Capri,” fashion label bugatti presented its new Spring/Summer 2026 collection on May 22, 2025, at the legendary Hotel Punta Tragara on the island of Capri. In glorious summer weather and against a breathtaking backdrop, customers, strategic partners, press representatives, and influencers from the key markets of Germany and Italy gathered to experience the key looks for the upcoming season in a uniquely Mediterranean setting.

The new collection “Ho voglia di Capri” is a tribute to the Italian way of life – to lightness, elegance, and unforgettable moments of a Mediterranean summer. Flowing fabrics, airy cuts, and bold colors reflect the magic of the island of Capri and make a strong fashion statement for the coming season. The collection combines modern design with timeless sophistication and is aimed at fashion-conscious women and men who want to enjoy the sunny moments in life. “With the new bugatti collection, we want to awaken the longing for Italian joie de vivre and Mediterranean elegance – and give our customers the feeling of holding on to summer a little longer,” explains Florian Wortmann, Chief Brand Officer at bugatti.

Among the approximately 80 VIP guests were selected national and international customers, as well as influencers and content creators such as Stefano Zarrella, Tobias Reuter, and Sarah Posch, who captured the evening’s special atmosphere.

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The perfect musical setting was provided by DJ Ray-D and DJ David Puentez, one of Germany's most successful DJs and producers, known for his high-energy sets and hits such as "Superstar" and "LaLaLife." His pulsating beats got guests dancing and created a lively party mood.

A particularly atmospheric highlight was the acoustic performance by singer-songwriter and Mental Health Programme Founder at „Felice“, Mandy Capristo. Delivering her first performance in years, she gave an intimate 20-minute set that moved the audience. Created in close collaboration with bugatti, the performance captured the unique ambiance of the evening.

Shortly after midnight, the event reached its emotional climax when Mandy Capristo surprised bugatti CEO Klaus Brinkmann with a heartfelt a cappella rendition of "Tanti auguri a te" in celebration of his birthday – a deeply personal moment that marked a special close to the night.

With "Ho voglia di Capri," bugatti is intentionally continuing the strategic development of its brand presence in the key markets of Germany and Italy. The event provided an opportunity to strengthen long-standing partnerships and forge new strategic alliances – a key step in the brand's international growth strategy.

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