

PRESS RELEASE

bugatti Fashion launches unique social media mockumentary series: „the bugatti family“

Fashion in transition, tradition meets modernity: bugatti Fashion presents “the bugatti family“, an innovative social media mini-series that humorously portrays the transformation of a traditional family business. The mockumentary series will launch exclusively on Instagram on March 16, 2025, and subsequently on TikTok, offering short, authentic clips that provide a fictional yet entertaining glimpse behind the scenes of a fashion family business.

The idea behind “the bugatti family“ is based on scientific insights into society’s decreasing attention span. At the same time, the series merges the spirit of modern streaming services with the TikTok phenomenon of short, snackable content. The result is an innovative format that is both entertaining and adapted to the changing media consumption habits of a digitally influenced generation. With “the bugatti family“, bugatti Fashion aims to engage a younger audience. Through dynamic storytelling and platform-specific content, the company seeks to grow its digital community and drive lasting engagement.

A humorous take on generational change

Inspired by successful mockumentary formats like "Die Discounter" and "Stromberg", “the bugatti family“ humorously explores the challenges faced by a family business as it transitions to the next generation. The series follows the perspective of social media manager Zoe, who secretly films the bugatti family and shares her experiences directly with the community – unfiltered, raw, and highly entertaining.

bugatti GmbH
Hansastraße 55
32049 Herford
Tel. +49 (0) 52 21 / 884-0
Fax +49 (0) 52 21 / 884-222
info@bugatti.de
bugatti-fashion.com
UST-ID-Nr. DE 811 156 103

bugatti

Social media meets storytelling

„the bugatti family“ was developed specifically for bugatti Fashion’s social media channels. Each episode is no longer than one minute and filmed in a 9:16 format—perfectly tailored for Instagram Reels and TikTok. Without elaborate editing or staged productions, the series embraces the Point of View (POV) style through Zoe’s eyes, giving viewers the feeling of being right in the middle of the action.

Fiction with real-world relevance

While the series is entirely fictional, its themes could not be more relevant: The fashion industry is undergoing a transformation, and many traditional businesses are facing a generational shift. As the younger generation prepares to take the helm, established leaders often struggle to let go of control. “the bugatti family“ captures this clash between tradition and innovation, adding a humorous twist to the transition within family businesses, turning it into a social media highlight.

The first episode of “the bugatti family“ will be released exclusively on bugatti’s official Instagram channel (@bugatti_fashion_official) on March 16, 2025.

Herford, March 14, 2025

Press contact:

bugatti GmbH

Tanja Bobel

Hansastr. 55

32049 Herford

Tel.: 05221-884127

Mobil: 0160 7078567

E-Mail: t.bobel@bugatti.de

www.bugatti-fashion.com

bugatti GmbH
Hansastraße 55
32049 Herford
Tel. +49 (0) 52 21 / 884-0
Fax +49 (0) 52 21 / 884-222
info@bugatti.de
bugatti-fashion.com
UST-ID-Nr. DE 811 156 103