

PRESS RELEASE

bugatti GmbH awards license for men's swimwear to CECEBA Group GmbH

Herford/Balingen, May 5, 2025 – bugatti GmbH is setting the course for the future of its men's swimwear line: As of January 1, 2026, CECEBA Group GmbH, headquartered in Balingen, will take over the license for the development, production, and distribution of the men's swimwear collection of the bugatti brand.

The license will transfer from the previous licensee, Okamoto Sportswear GmbH, Norderstedt, to CECEBA Group GmbH. With this decision, bugatti is relying on an experienced partner in the bodywear sector, who has already been successfully collaborating with the brand since 2018 and also brings expertise in the swimwear segment.

“We are pleased to have CECEBA, a long-standing and trusted partner, at our side also in the area of men's swimwear,” said Julius Brinkmann, Managing Partner of bugatti GmbH. “CECEBA stands for quality, innovation, system strength, and a strong distribution network – all characteristics that perfectly align with bugatti.”

CECEBA Group GmbH plans to launch its first licensed bugatti men's swimwear collection on the market for Spring/Summer 2026. “We are proud to expand our bugatti license portfolio and look forward to this new endeavor,” stated Kim Manta-Schäfer, CEO of CECEBA Group GmbH. “Our goal is to continue the

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

b u g a t t i

brand's success story in the licensing sector and provide new momentum. In doing so, we can draw on a strong distribution network in Germany as well as Western and Eastern Europe."

With the license transition, all parties involved aim for a seamless handover and continuous development of the collection.

Press contact:

bugatti GmbH
Tanja Bobel
Public Relations
Hansastr. 55
32049 Herford
Germany
Tel.: 0049 52 21 88 41 27
Mobil: 0049 160 707 85 67
E-Mail: t.bobel@bugatti.de

bugatti GmbH
Hansastr. 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