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The Bugatti Veyron Fbg par Hermès conquers New York

April 16, 2008

One month after its world première at the beginning of March at the Geneva Motor Show, the Bugatti Veyron Fbg par Hermès – the stunning result of a design project between Bugatti and Hermès – hit the headlines again; this time in New York. The cameramen of “CNBC Squawkbox” – one of the well known “Breakfast Shows” in town – the Wall Street Journal’s Website, “Fashion Wire Daily” etc. used all their tricks to get the best angle of the car at an early morning press conference in Battery Park, downtown Manhattan. And the representatives of Hermès and Bugatti could hardly speak a word without having a microphone in front of them. At 7:15 am the new Bugatti Fbg made its first appearance on one of the life shows, and it went on and on.

And the Bugatti Veyron Fbg par Hermès success story continued in the evening at Hermès’ new flagship store at 15 Broad Street, right opposite the New York Stock Exchange. The number of guests was overwhelming and there was a constant flow of Bankers, opinion leaders, car enthusiasts, Hermès customers, stars and starlets, sports personalities, media representatives and many others between the Bugatti Fbg parked outside in the chilly wind and the warm and welcoming Hermès store. And their judgement was unanimous: an unforgettable evening with two of the worlds most famous brands.



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