

JACQUELINE: THE MOST GLAMOROUS KETTLE OF THE MODERN ERA

Featuring an iconic bag shape, the new Bugatti kettle is a must-have for the perfect cup of tea lovers.

Elegance and sophistication for Jacqueline, the new high-performance kettle by Bugatti, born from the creativity of Innocenzo Rifino and Lorenzo Ruggieri.

A genuine **mix of design and innovation**, Jacqueline combines technology and style in a unique and amazing way through its finishes, its materials and the latest interaction and control technologies.

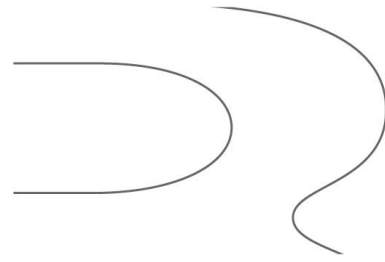
Its soft and fluent forms recall the female accessory considered an icon of style throughout every era: the **handbag**. Elegant and sophisticated, Jacqueline recalls the **traditional ceramic teapot** revisited in a modern key.

The result is surprising, reverberating traditional atmospheres, futuristic scenarios and the sophisticated moods of the fashion world.

Jacqueline kettle dedicated to the perfect tea lovers won the prestigious **Red Dot Award: Product Design 2019**, one of the most important design competition of the world. Furthermore, it won the **BORN Awards 2019 in the Technology category** in Italy, the award conceived by Jean Christophe Chopin open to creatives coming from all over the world that celebrates products that stand out not only for aesthetics and functionality, but also for the degree of desirability.

Jacqueline leaves nothing to chance. It features a special display allowing every aspect of the infusion to be monitored, from the water level to the temperature, and when it's turned on, its base lights up. With Jacqueline, the traditional tea ceremony becomes a chic and contemporary experience... **warm up your style.**

The knob, decorating Jacqueline like a jewel, allows the temperature to be regulated as desired (from 40 to 100°C/from 104 to 212°F), thus guaranteeing the perfect infusion of the different best types of tea mixes. The knob can also be used to set the **Keep Warm** function, used to maintain the water at a pre-set temperature up to one hour.



The body is made of 18/10 stainless steel and the handle of PCT Tritan resembles a splash of water, available in either clear or smoky version.

Even more exclusive, Jacqueline is available in the **Individual** version: a white or black leather dress make the kettle more precious.

Jacqueline is also **smart** and can be programmed by remote via bluetooth with a smartphone, using the **Bugatti B Chef** app (available for iOS and Android).

Simple and intuitive, with Jacqueline each member of the family can enjoy the perfect infusion thanks to personalised settings, from programmed temperatures, to set times for each day of the week.

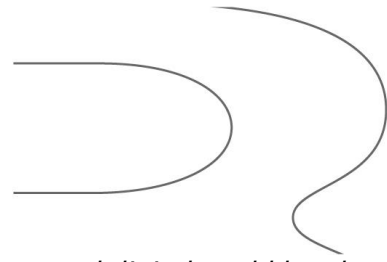
The Keep Warm function can be adjusted as needed (up to three hours), similarly to the Baby Food Water function, which brings the water to a boil before reaching the pre-set temperature for the baby bottle.

The Designer:

Innocenzo Rifino: After graduating in Industrial Design in 2000 at the Polytechnic of Milan, Innocenzo began his career in the product design department of Panasonic in Osaka. He completed several years of experience in interaction design and in 2005 founded the HABITS studio in Milan www.habits.it. The studio today is a global practice especially focused in electronic products. In 2011 he got his PhD in Product Design and Multimedia Communication. In 2012 he founded Digital Habits www.digitalhabits.it. The company designs and produces connected interactive products. Since 2005 he holds courses at the Politecnico di Milano, Politecnico di Torino, the Domus Academy in Milan, the SUPSI University in Lugano, the new Academy of Fine Arts in Milan. His work has been exhibited at the Triennale in Milan, the National Art Center in Seoul, the Today Art Museum in Beijing and the Italian Institute of Culture in Madrid, and other institutions. He received international awards such as 6 Design Plus, 6 Red Dot, 4 Good Design and got invention patents in different fields.

Lorenzo Ruggieri: Graduated at Politecnico in Milan in Industrial Design, Lorenzo begins his work experience with IBM as researcher, involved in interaction design and wearable computing. He combines the activity as a free lancer, in lighting and households, with significant collaborations in well known design studios, such as the ones of Richard Sapper, Dominique Perrault and Makio Hasuike. On the 2013 he has founded NARAI srl, a design consultancy located in Milan and Hong Kong, involved in product design, interaction design and branding. Through the years, Lorenzo combines the professional activity with the academic one, been member of the advisory board and teacher at Master in Service Design (PSSD - Product Service System Design) in Politecnico di Milano and teaching industrial design at IED, Milan. His works have been selected for several events, and some of them have been exhibited at Louvre in Paris and at Triennale in Milan. He won several awards among which 2 Red Dot Awards, 8 Design Plus, 4

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Golden Pin and 1 Good Design. Thanks to his attitude for strategy and digital world he also holds a job as Design Manager in H-FARM.

They have been cooperating with Bugatti for several years. They designed Jacqueline Kettle, Bugatti B Chef application, UMA scale, ACQUA tableware and household series, MILLA coffee series, VITA juicer, PETALO centerpiece, SOFFIO centerpieces, FLORA centerpieces, EVA hand blender, and many other interesting objects will come.

*Today **BUGATTI** is an internationally known and appreciated brand, present in over 100 countries all over the world and in the most prestigious department stores such as La Rinascente (Italy), KaDeWe (Germany), Galeries Lafayette (France), Harrods (England), Neiman Marcus (USA), Sogo (Hong Kong), Rustan's (Philippines), Lotte-Hyunday (South Korea), Parkson (Malaysia), Blue Salon (Doha Qatar).*

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