



CÉLINE DION PARTNERS WITH THE BUGATTI GROUP TO LAUNCH FIRST HANDBAG, LUGGAGE, AND ACCESSORY COLLECTION WORLDWIDE

Montreal, Canada & Los Angeles, California, February 2, 2017 – Globally acclaimed singer Céline Dion announces the launch of her first collection, a partnership with international handbag, luggage, and accessory expert The Bugatti Group. Curated by the mega star, the collection hits all the right notes by reflecting Céline's fashion sensibility, elegance, practicality and desire for high quality goods. The fall/winter 2017 collection will be unveiled at PROJECT WOMEN in Las Vegas on February 21, 2017 and will be available at select retailers across the globe this September.



CÉLINE DION
COLLECTION

"As a woman who loves fashion, I am very excited to start a partnership with The Bugatti Group. Their vision towards my brand is impressive, and their passion for fashion is as intense as mine. So guess what... we're going to have a really good time together! And hopefully, all will enjoy the new collection," says Celine Dion.

"We're thrilled to be partnering with Céline Dion," says Andrew Hattem, Chief Executive Officer at The Bugatti Group. "As a leader in handbags, luggage, and accessories, The Bugatti Group is known to create products that are authentic, timeless, and fashionable – qualities that Céline

embodies so well. Our expertise combined with Céline's incomparable fashion sense will lead to a successful brand launch."

In tune with her personal style, each piece of the line was designed in collaboration with the star herself. The eponymous collection is a true reflection of Céline's relatability and every element echoes the star's preferences, lifestyle as well as her attention to detail, key traits that are particularly evident in both the quality and craftsmanship. The collection features more than 200 pieces including high-end and affordable handbags, elegant luggage sets, as well as small leather goods at various price points.

THE PARTNERSHIP

The new collaboration with The Bugatti Group out of Montreal was facilitated by Epic Rights, a full-service global branding, licensing, and social media marketing company, and PROMINENT Brand + Talent, a strategic management consortium, who jointly represent Céline Dion.

Working in collaboration with Epic Rights, Céline's exclusive representative for global branding, licensing, and social media marketing, PROMINENT identified and negotiated the terms of the new partnership that will bring the Céline Dion collection of handbags, luggage and accessories to key retailers around the globe in fall/winter 2017.

"Our mission in managing the Céline Dion brand is to collaborate with partners that share her vision for high-quality, unexpected and distinct attainable luxury products that personify her extraordinary sense of style, love of fashion, art and music," explains Dan Levin, Principal at PROMINENT Brand + Talent. "The Bugatti Group has created a collection that speaks to Céline's originality and inspiration. She is a global superstar who also happens to be a working mom that demands good value in anything that carries her name. This is just the beginning as we continue to identify partners across many categories to further develop her unique lifestyle brand."

One of the most immediately recognized, widely respected and successful performers in music history, Céline Dion has sold over 240 million records during her over 30-year career and completing 4 sold-out world tours. She has earned five Grammy Awards, two Academy Awards, seven American Music Awards, 20 Juno Awards (Canada), an astonishing 40 Felix Award (Quebec) and just received the "Icon Award" at the 2016 Billboard Music Awards event in Las Vegas. *Céline* at The Colosseum at Caesars Palace, a glamorous show featuring Céline's

biggest hits directed by famed Grammy Awards producer Ken Ehrlich, is currently in its 14th year of residency.

About The Bugatti Group

The Expert in Handbags, Luggage, and Small Leather Goods, The Bugatti Group's global vision brings over 75 years of high quality, well designed and meticulously crafted luggage, travel bags, computer bags, handbags, and briefcases to serve the needs of every customer around the world. Based in Quebec, Canada, The Bugatti Group has offices in Canada, the United States, Latin America, and Germany. The Company manufactures and distributes its products under the brand names Bugatti, Bugatti The European Brand, TravelDesk, Stebco, Bond Street, Joanel, Mouflon.

About Epic Rights

Epic Rights is a full-service global branding, licensing, and social media marketing company dedicated to building celebrity and entertainment brands via its broad global network of retailers, licensees, and agents. Working with a roster of top clients and brands, Epic Rights services include licensing/branding, music merchandising, social media management, VIP ticketing, and fan clubs. Epic Rights also oversees sponsorships and endorsements, digital archiving of all creative/photo/media assets and manages worldwide e-commerce for its clients in addition to providing in-house legal resources for trademark registration and audit management. Epic Rights is headquartered in Los Angeles, California. For more information visit www.epicrights.com.

About PROMINENT Brand + Talent

PROMINENT Brand + Talent is a strategic management consortium representing personalities and brands. PROMINENT offers a unique blend of services connecting ideas and opportunities to marketing, retail and capital partners. PROMINENT's experienced team has a successful record of developing global marketing and licensing campaigns focused on building brands from the worlds of fashion, fitness, food, lifestyle, design, travel, entertainment and sports. For more information visit www.ProminentGlobal.com

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To schedule an appointment at PROJECT WOMEN in Las Vegas, please contact Amelie Marcoux at The Bugatti Group. amelie.marcoux@Bugattigrp.com 1-866-832-1010 #239.

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