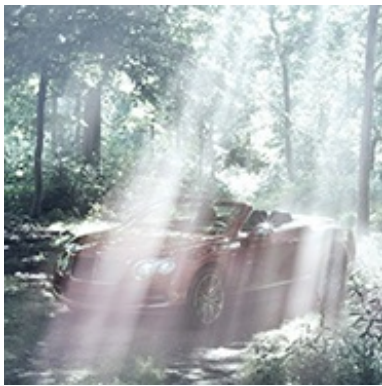


MULTICHANNEL

Bentley gains spotlight in Harper's Bazaar art hub

October 3, 2014



Bentley Continental GT Speed on Harper's Bazaar

By STAFF REPORTS

Automaker Bentley Motors is renewing its partnership with British magazine Harper's Bazaar with content in the latest installment of Bazaar Art.

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"The Art of Spontaneity" features a photo series and an accompanying short film that explores the photographer's approach to the vehicle. The collaboration also sheds light on the publication's Art hub, which covers the many permutations of the art world.

Falling light

For the November issues of Harper's Bazaar, photographer Harry Wright compiled a photo spread of the Continental GT Speed.

The images are evanescent, with the light manipulated to achieve interesting effects in a secluded forest.



The Art of Spontaneity

A film was released that features Mr. Wright discussing his impressions of the car and the approach he took.



Video still

The film can be viewed [here](#).

Bentley has teamed up with Harper's Bazaar for similar projects in the past.

The brand refined the campaign scope for its Continental model by sponsoring Harper's Bazaar's Bazaar Art supplement that went behind-the-scenes of the campaign's production.

The collaboration entailed a Bazaar Art party that featured Bentley products and an in-depth look at how Bentley created its latest advertising campaign. Since publications play such an integral role in spreading brand awareness, collaborations that promote mutual-awareness foster a tight-knit environment ([see story](#)).

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