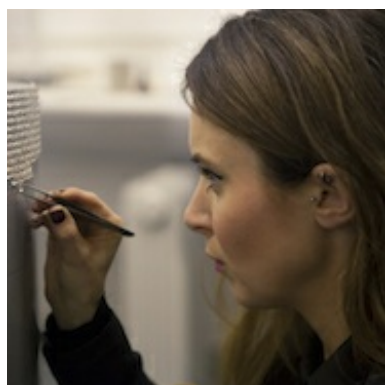


INTERNET

Goldfinch Pianos uses \$628K Swarovski piano to inspire bespoke consultations

April 16, 2015



Goldfinch crystal piano

By STAFF REPORTS

Cambridge-based Goldfinch Pianos is showing off its bespoke capabilities by delving into the process behind a custom-made Swarovski encrusted instrument.

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The “World’s Most Luxurious Piano” took six months to make, with each of the 500,000 crystals attached to the body by hand. The making of the \$628,000 piano is documented online through factual social media posts and short films, which may have inspired consumers to start their own bespoke process.

Bespoke baroque

Goldfinch specializes in unique, artistic pianos. Previously, it has covered a piano in a color matching an RAF fighter plane, and it has also made a baby grand that appears to be melting.

The Swarovski piano was commissioned by a Sheikh in Qatar, and was shipped to his home in Doha. For this project, Goldfinch worked with British artist Lauren Baker.

In a four minute video, consumers can watch the piano being made from the cutting of individual keys to woodworking, assembly and decoration. As the video shows the piano

passing through the hands of various craftsmen, their voices explain what they are doing and what it means to them to be able to use their skills for the project.

Embedded Video: <https://www.youtube.com/embed/CojLB2DZZyE>

Creating The Crystal Piano

On Twitter, the brand shared photos of the piano, including the suggestion "If you can dream it, we can create it."



Tweet from Goldfinch Pianos

Conceptual bespoke models can help to get consumers' imaginations going for their own projects.

British automaker Rolls-Royce Motor Cars demonstrated the levels of craftsmanship with a bespoke one-off car.

Serenity, unveiled at the Geneva International Motor Show, takes inspiration from its cars that have escorted royals. Rolls-Royce intends for this vehicle to further associate its name with the concept of bespoke ([see story](#)).

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