

COMMERCE

Rolls-Royce targets revelers with special-edition hamper

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Rolls-Royce cocktail hamper

By STAFF REPORTS

British automaker Rolls-Royce Motorcars is helping consumers decide on shaken or stirred libations with the creation of a limited-edition cocktail hamper.

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The hamper plays off Rolls-Royce's attention to detail and expert craftsmanship and was designed by the automaker's accessories designer Sina Maria Eggl, who consulted with experts from Dorchester Collection's London Hotels, The Dorchester and 45 Park Lane. By pairing with a hospitality brand, Rolls-Royce drew from the expertise of Dorchester to ensure that the items found in the hamper will fit with the needs of consumers interested in classic and contemporary cocktails.

Mixology and motors

Attention to detail was not skimped for this effort, with the hamper needing eight weeks to be created. The cocktail hamper is handcrafted from American walnut and features natural grain leather, the same hide used in many Rolls-Royce interiors.

Featuring a navy blue leather lid, the hamper features all necessary bar tools to fix and enjoy the perfect cocktail. Rolls-Royce also focused on ease of use by making many of the tools magnetic for storage and transportation purposes and also placed an automatic light to illuminate the contents, which in turn reflects off the interior mirrors.

The hamper includes two dishes, an ice bucket, recipe cards, cotton napkins, a wooden cutting board and a glass serving tray. Additional bar tools and staples include tumblers, decanters and a shaker. Bar utensils such as the paring knife and muddler are outfitted with the same American walnut used to craft the hamper.



Rolls-Royce cocktail hamper

All of the items are sourced from the finest materials. For example, the glassware is handcrafted by Theresienthal, a glassmaker that supplies a number of Europe's royal courts.

"Each motor car that we craft represents a deeply personal expression of individual customer tastes and lifestyles," said Gavin Hartley, head of bespoke design at Rolls-Royce, in a statement. "This extraordinary scope for personalization extends far beyond the car itself through an Accessories collection, featuring exceptional objects designed to augment the lifestyle of the marque's customers.

"This beautifully executed cocktail hamper illustrates the marque's intimate understanding of the desires of the most discerning patrons of luxury in the world; Rolls-Royce customers," he said.

Rolls-Royce has only produced 15 cocktail hampers, ensuring exclusivity for its purchasers. Interested consumers can buy the cocktail hamper at any of Rolls-Royce's 130 dealerships.

Similarly, British automaker Bentley prompted consumer outdoor exploration in its new Bentayga SUV with a collaboration on a custom picnic hamper.

The Linley Hamper by Mulliner was designed to enable drivers to take a luxurious culinary experience with them wherever they venture to, storing everything from Champagne to delicacies and dishware. Bentley has been pushing the new capabilities and elevated utility of its Bentayga to get consumers planning their own excursions in the vehicle ([see story](#)).