

EVENTS/CAUSES

Rolls-Royce perfects the “art of arrival” during London Collections Men

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Rolls-Royce Wraith

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars is providing a fleet of chauffeured vehicles to transport VIP and celebrities to the Richard James of Savile Row presentation during London Collections Men.

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London Collections Men is taking place Jan. 8-11, with Richard James hosting its runway show at 2 p.m. on Jan. 10. Menswear fashion events are gaining ground in an arena that has been dominated by designs for female consumers, but with additional attention placed on men's apparel, runway shows are becoming more of a spectacle.

Guest of a guest

Richard James selected Rolls-Royce as its vehicle of choice because its models are "perfectly suited to those who value the art of arrival."

Guests who attend the Richard James runway show will be delivered to the door of the exclusive event at Sartoria at 20 Savile Row, Mayfair, London, in Rolls-Royce's most-recent models. The fleet consists of Wraiths and Phantoms driven by the expert chauffeurs at H.R. Owen's Chauffeur Drive division.

Richard James and Rolls-Royce are a natural pair as both brands offer a "classic refined style and combine unsurpassable quality and a desire to push the boundaries of design."



Richard James of Savile Row ad

The menswear brand was started in 1992 by designer Richard James and his business partner Sean Dixon. The brand offers both ready-to-wear lines and bespoke services in addition to footwear, accessories and fragrances.

To highlight its bespoke capabilities, Rolls-Royce will display its Wraith "Inspired by Music" model. This vehicle is a third of three from Rolls-Royce's Bespoke Collection that features the Wraith "Inspired by Film" and the Wraith "Inspired by Fashion."



Rolls-Royce's Wraith - Inspired by Music

As will be seen during the Richard James event, the Wraith Inspired by Music highlights Rolls-Royce's longstanding connection with prominent musicians in addition to the superb quality of the car's sound system ([see story](#)).

"We are delighted to help Richard James' guests perfect the art of arrival at London Collections Men," said Claus Andersen, brand director of Rolls-Royce, in a statement. "Both Rolls-Royce and Richard James have a strong connection with Mayfair, and both are renowned for their no-compromise approach to luxury and fashion around the world."