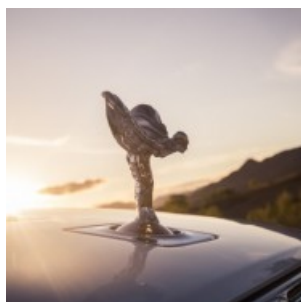


EVENTS/CAUSES

Rolls-Royce London opens dealership doors for craft expose

April 25, 2016



Rolls-Royce Spirit of Ecstasy, hood emblem

By STAFF REPORTS

British automaker Rolls-Royce is set to show off its bespoke commissions at London Craft Week May 3-7.

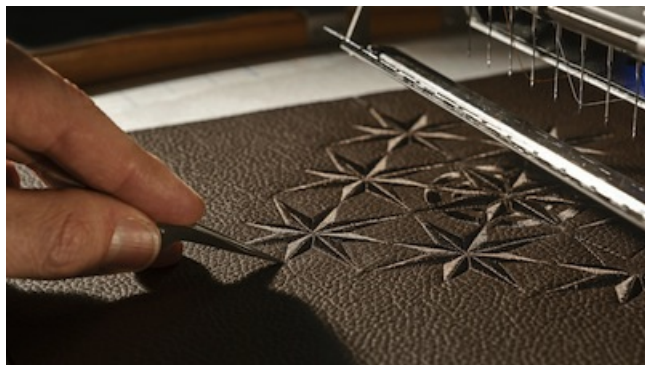
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Showcasing craftsmanship from around the world, London Craft Week will take attendees through a journey-of-discovery program with more than 130 events planned throughout London. Participants, from unknown makers to revered masters, will open their workshops for attendees to learn and appreciate their crafts ([see story](#)).

Show and tell

On May 5, in the middle of London Craft Week, Rolls-Royce will showcase the craftsmanship involved in creating a bespoke vehicle. Rolls-Royce's display will be held at its London dealership at Berkeley Square, Mayfair.

Rolls-Royce has selected three models that best highlight its bespoke capabilities and the skill of its artisans. Bespoke vehicles will include the Maharaja Phantom Drophead Coupe and two Wraith models, "Inspired by Music" and "Inspired by Fashion."



Rolls-Royce craftsman at work

The Wraiths are part of a trio of bespoke models celebrating music, fashion and film. The Wraith Inspired by Music, for example, incorporates Rolls-Royce's premier bespoke audio system, giving consumers the ultimate auditory experience. Additionally, the interior of the car is designed to reflect the influence of music and quality speakers.

The exterior of the car features a copper finish to represent the copper wiring that is used in high quality sound

systems. The interior of the car is also peppered with copper detailing, such as copper colored door inserts and speaker grilles ([see story](#)).



Rolls-Royce Wraith Inspired by Music

Between the hours of 10 a.m. And 5 p.m., Rolls-Royce will open the doors to its showroom to allow car and brand enthusiasts an opportunity to see first-hand how much craft is involved in creating its vehicles. Rolls-Royce designers and craftspeople will attend to explain the creative process from inspiration through execution.

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