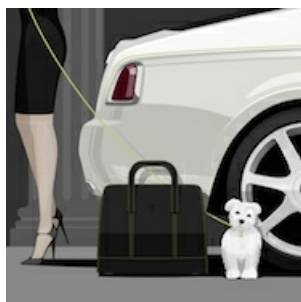


COMMERCE

Rolls-Royce outfits Wraith with \$46K luggage set

April 29, 2016



Promotional image for Rolls-Royce Wraith Luggage Collection

By STAFF REPORTS

British automaker Rolls-Royce is expanding on its role as a transporter of owners and their belongings with a specially designed luggage collection inspired by its Wraith model.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The full set, priced at \$45,854, comprises six pieces: two valises, three weekender bags and a garment bag. While a Wraith owner could put any luggage in their trunk, owning luggage that is designed with their car's compartments and style in mind will likely be a welcome addition.

Automotive accessories

When designing the line, the brand's Bespoke Design Studio consulted luggage experts, asking head butlers at luxury hotels about the interactions between consumers and their travel bags.

The brand paid extra attention to detail when designing the handles, which evenly distribute weight within the bags. Rapid prototyping and engineering allowed Rolls-Royce to quickly and repeatedly test the ergonomics of the weekender's handles until they were right.

Rolls-Royce's luggage collection takes design details from the Wraith, including an invisible stitching technique used on the steering wheel of the vehicle. Each bag also features an embossing that depicts the flying lady figurine that has been affixed to the hood of Rolls-Royce cars for more than 100 years.

The carbon fiber Grand Tourer valises feature self-righting wheel centers with the brand's double R logo.



Luggage collection seated in the trunk of a Wraith

"The Wraith Luggage Collection consists of six pieces, each carefully considered to reflect the unparalleled design aesthetics of Rolls-Royce motor cars," said Michael Bryden, Rolls-Royce bespoke designer, in a brand statement. "The latest technologies and materials are blended with traditional crafts and techniques, leading to an elegantly executed and thoroughly contemporary luggage collection, designed exclusively for Wraith, the ultimate gentleman's gran turismo."

Craftspeople will construct the luggage while wearing white gloves to protect the leather.

Much like all of Rolls-Royce's vehicles, the luggage can be customized to fit the needs and desires of the owner. For one, an owner can commission a set in the same colors that are featured in the interior of her vehicle.

Consumers can purchase the luggage from Rolls-Royce dealerships as a set or by individual piece.

"Michael Bryden's creation of this Bespoke Luggage collection demonstrates our designers' commitment to Sir Henry Royce's manifesto, "Take the best that exists, and make it better. When it does not exist, design it," said Torsten Mller-tvs, CEO of Rolls-Royce Motor Cars.

"Not satisfied with creating a contemporary luggage collection with all the hallmarks of true luxury, the design team have gone one step further, in creating a bespoke collection that not only speaks of contemporary elegance, but also serves to be a pleasure to use," he said.

Luggage sets are a way for automakers to inject an additional fashion and style value into their vehicles.

German automaker BMW polished the appeal of its BMW i8 model with an exclusive luggage line crafted by Louis Vuitton.

The luggage set includes two travel bags, a business case and a garment bag, which were crafted to mesh with the i8. Since the i series represents both an engineering and philosophical shift for BMW, gaining seals of approval from highly-respected brands helps to usher in the change ([see story](#)).