

AUTOMOTIVE

Rolls-Royce evokes Porto Cervo's seaside ambience for bespoke models

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Rolls-Royce in Porto Cervo, Sardinia, Italy

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars took to its Summer Studio in Sardinia, Italy to unveil two of its latest bespoke models.

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Rolls-Royce's Summer Studio is located in the seaside port of Porto Cervo on the island of Sardinia, a popular holiday destination among the elite. The bespoke models, a Dawn and a Wraith, were inspired by Porto Cervo and its marina along the Costa Smeralda.

By the sea

The theme for the duo of bespoke Rolls-Royce cars is "Dusk until Dawn."

Rolls-Royce selected the Wraith model to represent dusk and used a two-tone silver exterior paint to reflect the dimming of daylight as dusk approaches. A purple, meant to evoke twilight, was used to create an interior mood for the bespoke Wraith through violet ostrich leather upholstery and additional elements of blue, slate and black.



Bespoke Rolls-Royce Wraith in Porto Cervo, Sardinia

For the Rolls-Royce Dawn, the color palette is much different. Instead of evoking day break, the Dawn has a nautical theme.

The Dawn is painted in a vivid emerald green calling to mind the color of the Porto Cervo seascape and includes

elements of seashells. To coordinate with the exterior, the interior of the Dawn has seashell and green leather interior along with accents of teak wood, often seen in boats, to continue the nautical theme.

Keeping with the nautical influences, the Dawn also has emeralds and mother of pearl set into white gold to create the Porto Cervo emblem, which has been placed above the glove box.



Bespoke Rolls-Royce Dawn in Porto Cervo, Sardinia

During the creative meetings for the Dusk until Dawn bespoke series, London-based tattoo artist Mo Coppoletta sat in and was inspired by Rolls-Royce's work. Mr. Coppoletta was invited to design two leather Rolls-Royce headrests with the resulting tattoo works being presented alongside the models at the Summer Studio.

"Patrons of our marquee delight in inhabiting some of the world's most beautiful enclaves," said Isobel Dando, general manager, future retail of Rolls-Royce, in a statement. "Sardinia, and its stunning Costa Smeralda, serves as the perfect backdrop for Rolls-Royce to host these patrons of true luxury in an intimate setting: The Rolls-Royce Summer Studio.

"The stunning bespoke Wraith and emerald embellished Dawn, inspired by the sights and colors of Porto Cervo, have been commissioned in the spirit that so many of our customers delight in," she said.



Rolls-Royce's emerald embellished Dawn

Now in its third year, Rolls-Royce's Summer Studio will be open through September 2016.

The Summer Studio is intended to serve as a relaxing and fun location where consumers can enjoy cocktails with friends after leaving their yachts. The atmosphere is casual to complement the seaside aesthetic of Porto Cervo.

Consumers who are interested may request to view several Rolls-Royce cars on display or take them on a test drive around the winding roads of Costa Smeralda. Consumers may even have Rolls-Royce drive them to a social function or event, mimicking the way the car would be used if purchased ([see story](#)).