

AUTOMOTIVE

Rolls-Royce borrows fashion expertise for couture Dawn series

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Rolls-Royce's Dawn – Inspired by Fashion, couture collection 2017

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars is taking cues from the fashion industry for its latest couture collection.

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For the spring/summer 2017 couture collection, Rolls-Royce has embraced the world of haute couture fashion. Both Rolls-Royce bespoke automobiles and couturiers share a common philosophy of using the finest materials and crafting them into luxury goods expressive of their discerning clients' tastes and talents, allowing the collection to read as authentic.

Auto couture

For its couture collection, Rolls-Royce selected an all-white Dawn model as the canvas.

Rolls-Royce's design director Giles Taylor recruited a team of designers from the fashion, textile and accessories industry to work on the couture collection. The design team include Cherica Haye, a textile specialist, and Michelle Lusby, a leather technologist who has worked at Mulberry.

"Dawn – Inspired by Fashion" built off the neutral canvas of the white Dawn with three vibrant colors, setting the tone for the spring/summer collection. Included are Mugello Red, Cobalto Blue and Mandarin, an orange hue.

These colors have then been incorporated into the accents of three Dawn models. The vehicles' roofs have also been outfitted in the specific colors, for an eye catching and memorable expression of style.



Rolls-Royce's Dawn – Inspired by Fashion, couture collection spring/summer 2017 in Mugello Red

These colors have been incorporated into the accent of three Dawn models, with the interior dressed in a scheme of Arctic White and Black. Embroidery on the headsets and piping along the seams of the upholstery is accented through one of the three colors.

Rolls-Royce's couture collection is heightened further by a Piano White and aluminum particle dashboard, which together creates a silk-like appearance. A bespoke clock sits at the dashboard's center, styled to evoke a metallic fabric.

"Our clients are the very arbiters of fashion, tastemakers who sit in the front row of the couture shows, themselves influencing evolving trends," said Giles Taylor, director of design for Rolls-Royce, in a statement.



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"To them, the commissioning of fine luxury objects represents a deeply-involving curatorial process – with different forms of luxury design, craft and executive serving as inspiration for the other," he said. "Dawn – Inspired by Fashion beautifully expresses the notion that inspiration for truly personal objects is drawn from the passions, tastes and lifestyle of its patron."

Rolls-Royce will begin taking orders for the Dawn – Inspired by Fashion spring/summer 2017 couture collection in November.

Last year, Rolls-Royce introduced its bespoke offering with a modern twist by broadcasting the official vehicle launch on the live-streaming application Periscope.

"Wraith Inspired by Fashion" aimed to take the personalization of haute couture to the automobile industry. Its release on May 8 at the Pratt Institute's Women of Influence in the Business of Style panel discussion was streamed live via Periscope, allowing consumers to experience the event on their mobile devices ([see story](#)).