

AUTOMOTIVE

Rolls-Royce explores drive for perfection in craftsmanship story

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Still from Rolls-Royce's "Goodwood"

By STAFF REPORTS

British automaker Rolls-Royce is inviting consumers into its home to highlight the hands that collaborate to build its bespoke vehicles.

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Debuted on April 7, the short film "Goodwood" focuses on the brand's headquarters in West Sussex, allowing viewers to see how the cars come together. This is the second episode in the brand's "House of Rolls-Royce" series that traces its history as it preps for a milestone ([see story](#)).

Home base

This chapter in the series finds actress Kate Winslet reprising her role of the Spirit of Ecstasy, speaking in voiceover from the perspective of the brand's emblem. When the Spirit of Ecstasy first talks, she introduces Goodwood as a "place where beauty is made" and a "foundry for ideas."

In celestial imagery, the car company lays out some of the principles of its founders Charles Rolls and Henry Royce, who sought perfection as they combined art and science into driving machines.



Still from Rolls-Royce's "Goodwood"

The film then speaks to the 60 individuals who currently work at the facilities. Footage appears showing stitches being completed by hand or a veneer being sanded.

Speaking to Rolls-Royce's bespoke capabilities, the film also talks about the automaker's ability to "build your dream."

"The Home of Rolls-Royce in Goodwood, West Sussex, is a source of inspiration for artists, patrons and craftspeople alike," said Torsten Müller-tvs, CEO of Rolls-Royce Motor Cars, in a statement.

The House of Rolls-Royce, Chapter 2: Goodwood

Film is a powerful medium for storytelling about a brand's history.

For instance, French couture house Christian Dior is one of many classic fashion labels bringing its history to light in modern ways with online video.

Dior Stories is a new online video series that taps into the history of the fashion house to help solidify an emotional connection to consumers. The first video details the story of how its founding designer Christian Dior transformed fashion after World War II, in a time when women were looking to reclaim their femininity ([see story](#)).

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