

AUTOMOTIVE

## Rolls-Royce delivers true work of art to bespoke collector

August 21, 2017



*Rolls-Royce's Dawn in Fuxia was commissioned by car collector Michael Fux. Image credit: Rolls-Royce*

---

By STAFF REPORTS

Despite having more than 44,000 color options for its bespoke clients, British automaker Rolls-Royce has added a new shade to its palette.

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

Bespoke capabilities start and stop with a client's request, and Rolls-Royce is happy to work with its consumers to meet their expectations and make dreams a reality. For example, avid car collector Michael Fux has worked with Rolls-Royce 11 times to bring his vision to life through one-of-a-kind paint colors and other personalization touchpoints.

Pushing the bespoke envelope

On Aug. 20, at The Quail, an automotive experience in Pebble Beach, CA, Mr. Fux and Rolls-Royce unveiled their latest bespoke collaboration.

Part of Mr. Fux's personal automotive collection, the Rolls-Royce "Dawn in Fuxia" was presented to attendees at the 2017 Pebble Beach Concours d'Elegance by the automaker's CEO, Torsten Müller-Övs.

Mr. Fux's Dawn in Fuxia is painted a vibrant fuchsia. The color selection was matched to a flower Mr. Fux found during a visit to Pebble Beach in 2016.



*The Rolls-Royce Dawn in Fuxia is painted in a color reserved for only Mr. Fux. Image credit: Rolls-Royce*

Last year, also at Concours d'Elegance, Rolls-Royce unveiled one of the first highly personalized Dawn models. The model, commissioned by Mr. Fux, was painted in "Fux Blue," a one-of-a-kind shade of blue.

At the time, Mr. Fux found the flower and presented its petals to the Rolls-Royce Bespoke Design team and challenged the automaker to create a second bespoke Dawn.

Since 2005, Mr. Fux has commissioned 11 Rolls-Royce cars in total. The colors within his collection of bespoke Rolls-Royces are exclusive to him.

"When I commissioned my first bespoke Rolls-Royce in 2005, I wanted something completely different than any of the other cars commissioned at the time," Mr. Fux said in a statement for Rolls-Royce.

"I knew the designers had a lot of creativity that I wanted to explore," he said. "I love the heritage of the Rolls-Royce brand and I love these cars. I always challenge my fellow owners to push the bespoke envelope."



*Mr. Fux's car collection includes 11 bespoke Rolls-Royce models. Image credit: Rolls-Royce*

The reserved colors include the latest Fux Fuxia, the aforementioned Fux Blue, as well as as Fux Intense Jade Pearl, Fux Aequus Green jade Pearl Cornish White Jade Pearl two-tone, Fux Deep Purple, Fux Candy Red and Fux Yellow.

"Mr. Fux is a very special patron of Rolls-Royce Motor Cars," Mr. Miller-tvs said in a statement. "Rolls-Royce designers love working with him because he constantly challenges them to take their work to an even higher level, delivering a true work of art."

Earlier this year, Rolls-Royce announced that it had completed its most-expensive bespoke vehicle to-date.

During the Concorso d'Eleganza at Villa d'Este car show held near Lake Como, Italy May 26-28, Mr. Miller-tvs, CEO of Rolls-Royce, introduced members of the press to the 103EX, or "Sweptail," as it is also known. Rolls-Royce takes pride in its bespoke abilities and recalled its coachbuilding heritage to inspire the Sweptail model.

According to sources, Rolls-Royce charged the unnamed buyer of the Sweptail \$12.8 million. But, as GQ reported, Rolls-Royce has "refused to give a figure, or even a hint of one" ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.