

AUTOMOTIVE

## Rolls-Royce Bespoke's abilities brought to next level in 2017

January 12, 2018



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

---

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars is referring to 2017 as the "year of bespoke models" after receiving a significant number of commissions by consumers.

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

Commissioned Rolls-Royces are handled by the automaker's Bespoke department, which consists of a collective of designers, engineers and craftspeople, who bring discerning clients' most ambitious and personal visions to reality. Today, almost all of the Rolls-Royces to leave the brand's Goodwood, England home have bespoke elements, demonstrating consumer interest in the marque's abilities.

What a year

Within its 114-year history, Rolls-Royce will remember 2017 as the year of bespoke models. Throughout the year, Rolls-Royce Bespoke brought its skills to unprecedented new levels.

Highlights of Rolls-Royce Bespoke's year include:

Sweptail

Considered the automotive equivalent of haute couture, the Sweptail is a one-off, coachbuilt two-seater coupe that draws from the Rolls-Royces of the 1920s and 1930s.

The customization within the Sweptail brought Rolls-Royce Bespoke's abilities to new heights. The Rolls-Royce was first commissioned by an unnamed client in 2013, and was unveiled to members of the press during the Concorso d'Eleganza at Villa d'Este car show held near Lake Como, Italy May 26-28.



*An unnamed individual commissioned the Rolls-Royce Sweptail in 2013; Image courtesy of Rolls-Royce*

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

Dawn and Wraith at Porto Cervo, Sardinia, Italy

Each summer, Rolls-Royce brings its bespoke capabilities to Sardinia as its clients vacation along the Mediterranean. The models created and displayed draw inspirations from the summertime destination ([see story](#)).

The 2017 Porto Cervo models took inspiration from the emotions of a "languid Mediterranean sojourn." The Dawn model had a nautical theme, painted a navy blue with arctic white hues, while the Wraith emulated Sardinia's nighttime ambience in a two-tone black paint.

Dawn in Fuxia

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

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.

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 ([see story](#)).



*Mr. Fux's 11th bespoke Rolls-Royce. Image credit: Rolls-Royce*

Other significant bespoke commissions of the year include the Spirit of Calligraphy Ghost, the Ghost Elegance, which is in a paint infused with the powder of 1,000 crushed diamonds, the **Dawn B50** for Hotel Byblos on the French Riviera, the homage to a special Silver Dawn and the Bespoke Collection for Korea, unveiled at the British Embassy in Seoul, South Korea.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.