

AUTOMOTIVE

## Rolls-Royce shoots for the stars with latest bespoke collection

March 27, 2018

*Rolls-Royce's latest bespoke collection. Image credit: Rolls-Royce.*

---

By STAFF REPORTS

British automotive brand Rolls-Royce is hoping to inspire others to follow its guiding light with its new 55-car limited collection.

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

Wraith Luminary Collection is the automaker's latest limited-edition collection, said to be inspired by "those who lead where others follow." With this bespoke collection comes a brand new paint color and a "shooting star headliner."

"Wraith Luminary is a stunning Collection Car," said Torsten Müller-Övs, CEO of Rolls-Royce Motor Cars, in a statement. "It speaks directly of our contemporary Rolls-Royce brand progressive and trailblazing; the pinnacle in hand-crafted luxury.

"This is a motor car that celebrates visionaries who achieve eminence in their respective fields," he said. "Indeed, this collection is for the world's luminaries."

Rolls-Royce bespoke collection

The color Sunburst Grey, described by Rolls-Royce as a flat gray that emits rich copper tones in sunlight, is meant to look as though it is emitting warmth. The exterior paint will also include hand painted aspects such as a Sunburst Motif coach line, Wake Channel Lines on the bonnet and additional pinstripes on the wheel centers.

Sourced from the Czech Republic forests, Tudor Oak wood lines the inside and will be illuminated through LEDs.

Illumination is no doubt the theme for Rolls-Royce's new collection, but its main event is a handwoven configuration of 1,340 fibre optic lights to look like the glittering night sky.

"Taking nearly 20 hours to configure, eight shooting stars fire at random, predominantly over the front seats, in recognition of Wraith's owner-driver appeal," Rolls-Royce said in a statement.



### *Rolls-Royce's Luminary Collection*

Despite having more than 44,000 color options for its bespoke clients, Rolls-Royce previously added another new shade to its palette before its Luminary Collection.

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 ([see more](#)).

---

© 2020 Napean LLC. All rights reserved.

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