

AUTOMOTIVE

Rolls-Royce courts daring audience with disruptive short

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Rolls-Royce is touting its Black Badge cars with help from Viktoria Modesta. Image courtesy of Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is promoting its boundary-pushing bespoke options through a partnership with a performing artist who similarly breaks the mold.

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Rolls-Royce tapped Viktoria Modesta to star in an effort for Black Badge, which shows the bionic performer next to the marque's creations. With the vehicle range targeted at younger clientele, Rolls-Royce is seeking to create an equally disruptive marketing message.

"Black Badge began as an alter-ego of Rolls-Royce Motor Cars but has grown to define an attitude that exists among a new breed of entrepreneurs," said Torstein Mller-tvs, CEO of Rolls-Royce Motor Cars, in a statement.

"These remarkable people are confident, assertive and willfully disruptive," he said. "They respond to the notion of reimagined rules.

"This film is a tribute to their philosophy and the ongoing success of this truly transformative expression of luxury."

Performance art

Launched in 2016, Black Badge is a darker, more confident and more powerful Rolls-Royce that took the form of a permanent bespoke series targeting goal-oriented and self-made young affluents. The new series was a significant makeover for Rolls-Royce, but was implemented in response to a changing consumer base and habits ([see story](#)).

In the latest marketing push for the models, Rolls-Royce is working with a millennial model and musician.

Latvian-born Ms. Modesta voluntarily had the lower part of her leg amputated at the age of 20 after having health complications and numerous surgeries on it. Since then, she has been out to change the conventional view of disabilities.

The London-based music artist and model frequently changes up her prosthetic leg. For the Paralympic Games in London in 2012, she performed as a Snow Queen with a crystal leg.

Ms. Modesta's partnership with Rolls-Royce is no different. Rolls-Royce worked with Anouk Wipprecht to outfit the

artist in a costume that blends fashion and technology.

Using a body scan and 3D printing, a bodice was created and then covered in carbon fiber to match the Black Badge cars.

Rolls-Royce engineers and craftsmen also worked with Joe Dip Rima at ArcAttack and the Alternative Limb Project to build a custom prosthetic leg, also out of carbon fiber. The limb has technology that creates a Jacob's Ladder effect when pressure is applied, and it also includes a grill motif that mimics the marque's vehicles.

Ms. Modesta stars in a short film by director Jora Frantzis, who has shot videos for artists including Cardi B.

Set to a pulsing soundtrack, the film first shows lights illuminating the lines of a Black Badge model as well as Ms. Modesta's carbon fiber outfit. With her electrified limb, the performer appears as a mix between human and technology.

Rolls-Royce's Black Badge film starring Viktoria Modesta

"There are many parallels between the Black Badge philosophy and my work, chiefly maximizing your potential and becoming a hyper version of yourself," Ms. Modesta said in a statement. "I really wanted to capture the Black Badge attitude and fierce spirit, by embodying that through body art, it felt totally wild.

"Pushing the boundaries to the extreme we explored the allure of a darker, bolder expression, a place where your senses are heightened, where you are the bravest and most free," she said.

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