

AUTOMOTIVE

Rolls-Royce releases new "Inspiring Greatness" film with Michelin-starred chef Tom Sellers

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By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has unveiled the next installment of its "Inspiring Greatness" series of films featuring Michelin-starred chef Tom Sellers.

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Running two minutes and 30 seconds, the film shows Mr. Sellers discussing the importance of internal drive, applying oneself and taking the best that exists and making it better. He is the owner of the Michelin-starred established, Restaurant Story.

"A Michelin star is a barometer of what you do, it's a measure of excellence, it's the only accolade that really matters," Mr. Sellers said.

"You talk about goals, I never set a goal I want to get a Michelin star," he said. "My goal was to be the best. I don't think I've ever left my restaurant fully satisfied. I've always left saying we can do something better.

"In a Rolls-Royce, it's like there's nothing further. You can't say it drives like X or Y. It drives like a Rolls-Royce."

Drive for excellence

Rolls-Royce created the "Inspiring Greatness" series of films, with previous episodes featuring Moving Image Artist Refik Anadol, Ndebele artist Esther Mahlangu, and portrait and fashion photographer Rankin.

The most recent episode released showcased National Geographic photographer and explorer Cory Richards.

The film dwelled on Mr. Richards' views on risk-taking and perfection, syncing with a message regularly pushed by Rolls-Royce in its product and communications.

Mr. Richards is an envelope-pushing mountain climber whose photography career has taken him all over the world including testing Rolls-Royce's Cullinan SUV in grueling conditions.

As with other luxury brands, Rolls-Royce has produced content during the COVID-19 lockdowns worldwide that inspire customers and prospects with stories, images and videos.