

AUTOMOTIVE

Rolls-Royce shares more behind-the-scenes details of new Ghost

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Rolls-Royce is sharing an animated behind-the-scenes look at the development of the new Ghost. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

Rolls-Royce Motor Cars is rolling out an extensive multichannel campaign as the British automaker continues to hype the upcoming reveal of the new Ghost.

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From an animated series to a new podcast, Rolls-Royce is sharing details of how the new Ghost has been developed over several years. The automaker is positioning the Ghost as a "post-opulent" sedan reflecting the more minimalist tastes of today's luxury consumer.

Post-opulent design

Debuting in the fall, the new car follows the first Goodwood Ghost, which turned out to be the most successful car in Rolls-Royce's 116-year-old history. The new Ghost will have support from a campaign that includes behind-the-scenes looks, animations, technology updates, press, public events and a fully digital debut ([see story](#)).

Now, Rolls-Royce has released the first in a series of four animated looks at the development of the new Ghost.

The first animated short from Rolls-Royce

Narrated by Rolls-Royce designer Henry Cloke, the first short breaks down how the team embraced "post-opulence" when it came to designing the new Ghost. The development team took into account consumer insights gathered from existing Ghost clients.

Mr. Cloke describes how The Shard, a glass pyramidal tower in London, is juxtaposed against the more extravagant buildings around it. However, it avoids looking stark and clinical by reflecting its historic surroundings.

"[Our Ghost clients] didn't want grandeur or fuss they wanted something pure and clean," Mr. Cloke says. "We pursued a minimalist aesthetic while ensuring the new Ghost was unmistakably a Rolls-Royce."

To achieve this, the new Ghost is made of hand-welded aluminum bodies. The interior has hand-sewn leather and other "futuristic new materials."

Rolls-Royce also launched "Ghost Stories," a podcast series detailing the five year process of creating the new Ghost.

Johanna Agerman Ross, curator of 20th Century and Contemporary Furniture and Product Design at London's Victoria & Albert Museum, is hosting the five episode series.

The first episode reveals why Rolls-Royce decided to completely revamp the Ghost and delves more into the minimalist design principles guiding the vehicle development. The second episode explains how Rolls-Royce was able to "design for the future" throughout a years-long process.

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