

AUTOMOTIVE

## Herms, Rolls-Royce partner to create bespoke vehicle

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*Rolls-Royce has collaborated with Herms to give Japanese entrepreneur Yusaku Maezawa his ultimate bespoke vehicle. Image courtesy of Rolls-Royce*

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By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce has collaborated with Herms in producing the bespoke and stylish Phantom Oribe.

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Japanese entrepreneur Yusaku Maezawa commissioned the vehicle which was handcrafted by a combined team of specialists from Rolls-Royce in West Sussex and Herms in Paris, reflecting the personality and passions of its owner. Mr. Maezawa had a "land jet" vision for the car, aiming to bring the exclusive feel of private air travel to driving.

"This magnificent expression of our pinnacle product represents a landmark for Rolls-Royce Motor Cars, bringing together two houses with more than three centuries' combined experience and heritage," said Torsten Müller-Ötvös, CEO of Rolls-Royce Motor Cars, in a statement. "It is the result of a deep, genuine collaboration between the Houses of Rolls-Royce and Herms, in which designers, materials specialists and skilled craftspeople worked side by side to create a truly one-of-a-kind Phantom.

"It has been an extraordinary privilege to unite on such a creatively challenging, technically demanding commission and bring our client's remarkable vision so beautifully to life," he said.

The Phantom Oribe

The exterior and interior of the car were designed and handcrafted by bespoke specialists from Rolls-Royce and Herms, using materials and techniques from both houses.

The vehicle's two-tone exterior matches the characteristic green and cream glazes of antique Japanese Oribe ware, of which Mr. Maezawa is a prominent collector. Rolls-Royce has also made the paint available for use on the client's private jet the Phantom will be paired with.

*Rolls-Royce and Herms worked together and applied their expertise to ensure every individual component of the vehicle reflected both houses*

The Oribe ware-inspired color scheme continues throughout the car's interior. The interior is finished

predominantly in Herms enea green leather, including the steering wheel, duchess handles, gear selector and more. Representatives from Rolls-Royce and Herms worked together and applied their expertise to ensure every individual component of the vehicle reflected both houses. To highlight an equal representation of both brands, the glove compartment lid is embossed with the signature "Habill par Herms Paris".

"This majestic and tasteful Rolls-Royce Phantom demonstrates what is possible when talented people from two of the world's great houses work closely together alongside a far-sighted, inspirational client like Mr. Maezawa," It is a meeting of minds, expertise, visions and skill that represents the very best of our respective craftspeople and capabilities."

News of the commissioned vehicle comes after continued sales growth for Rolls Royce in the first quarter of 2021.

Rolls-Royce set a new sales record in the first quarter of 2021, delivering more vehicles than any other quarter in its history.

For the quarter ending March 31, Rolls-Royce delivered 1,380 vehicles for growth of 62 percent from the first quarter of 2020, prior to the peak of the COVID-19 pandemic. Sales increased in all markets, with the strongest performance in China, the United States and Asia Pacific ([see story](#)).

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