

AUTOMOTIVE

## Rolls-Royce implements new strategies for brand growth

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Facade of the new Rolls-Royce showroom. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce has revealed the next major development in its client relationship journey with the opening of its flagship in London.

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The new showroom, which is located in Mayfair, provides additional space compared to the marque's previous location nearby in Berkeley Square. The move has also provided an opportunity to create a wholly immersive client experience in line with Rolls-Royce's continuing evolution as a global luxury goods brand.

"Our products are individual commissions by singular clients who expect the very best in all products they purchase," said Torsten Müller-Övs, chief executive officer of Rolls-Royce Motor Cars, in a statement. "We now begin the process of bringing our recently announced new visual identity to life.

"The opening of a new Rolls-Royce dealership is always a great moment for us, and as a brand founded and based in Great Britain, London has a key role to play in our global presence," he said. "The timing of the opening of our new flagship store, which proudly displays our new visual identity is particularly apt, coinciding, as it does, with the re-opening of UK retail following the recent lockdown."

### Rolls-Royce branding

The new client experience begins at the front door, which is modeled after Rolls-Royce's Pantheon grille and provides a discreet glimpse of the inside of the showroom.

The interior concept is based on a luxury Galleria shopping experience. Each Rolls-Royce model enjoys its own dedicated space, framed and presented according to its distinctive identity.



*Speakeasy-style lounge and bar in the new showroom. Image credit: Rolls-Royce*

The lounge area features a "Cabinet of Curiosities," displaying pieces designed to spark ideas and conversations as part of the commissioning process. Discussions can also take place in the customer bar at the back of the store.

The heart of the store is the atelier, which houses samples of surface finishes, wood veneers, leathers, embroidery threads and lambswool samples and fabrics. Other options on view include convertible hood fabrics and headliners, plus wheel options.

The social space within the atelier is known as the "Library." This is a reference to the code-name given to the design studio where the first Phantom was created in the early 2000s, as Rolls-Royce Motor Cars came into BMW Group ownership.

This newly developed visual concept extends to the Rolls-Royce showroom in Shanghai, China. This dealership has also been fully redesigned and reflects the marque's continuing success in China and marks the worldwide rollout of the new concept to all global Rolls-Royce dealerships.

Earlier this month, 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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