

AUTOMOTIVE

Rolls-Royce introduces Black Badge luggage for spontaneous drivers

July 20, 2021



The five new pieces are available in an array of colors. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is expanding its Escapism Luggage Collection with new Black Badge editions.

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The new luggage is designed to complement the edgier persona of the marque's Black Badge vehicles which cater to drivers who take a bold, uncompromising approach towards life. The five new pieces have a soft, relaxed feel with a technical look.

"Cullinan, Wraith and Dawn Black Badge present our motor cars' darker, edgier personas, appealing directly to a generation of bold, self-confident people who live life on their own terms," said Torsten Müller-Ötvös, CEO of **Rolls-Royce Motor Cars**, in a statement.

"As our global clients begin to traverse the world once again, our new range of Black Badge luggage allows them to complete their distinctive attitude and identity on their adventures as they travel for work and pleasure," he said.

Black Badge luggage

Each new piece has been designed to reflect the particular tastes of the Rolls-Royce bold alter ego, Black Badge, and are designed for the consumer who lives life on their own terms.

The five new pieces 48hr Weekender, 24hr Weekender, Holdall, Tote Bag and Organiser Pouch are available in an array of colors, including colorways from the Black Badge palette.

Introducing the **#BlackBadge** variant of our Escapism luggage range; designed for informal travels and spontaneous adventures. Shown here in Mugello Red. **#RollsRoyce**
pic.twitter.com/7YWKhlEs7E

Rolls-Royce Motor Cars (@rollsroycecars) **July 20, 2021**

Prices for the new luggage is available on request

The collection was designed for informal travels and spontaneous adventures, reflecting the Black Badge ethos of confidence and spiritedness.

"Like the motor cars themselves, these exquisite new pieces represent the very best in Rolls-Royce design, materials and craftsmanship," Mr. Mller-tvs said.

Other luxury automakers have also released luggage collections in lifestyle pushes.

In 2019, British automaker McLaren named Tumi its official luggage partner for its racing team and consumer cars brand, leveraging a shared focus on technical innovation and design. Tumi is known for its functionality and durability, using technical materials such as an exclusive nylon and a zipper system that are designed to last through long-term use ([see story](#)).

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