

AUTOMOTIVE

Rolls-Royce redefines luxury in client spotlight series

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The Rolls-Royce Phantom. Image credit: Rolls-Royce

By NORA HOWE

British automaker Rolls-Royce has introduced a new anthology of stories, Spirit of Rolls-Royce, featuring its own clients whose work and lifestyles represent the brand.

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Through each vignette, clients around the world share what it means to own and drive a Rolls-Royce vehicle. In the debut episode, one client, Jihan, journeys to the rocky mountains of Ras Al Khaimah to reflect on her relationship with the brand's iconic Phantom model.

"Rolls-Royce does not define luxury auto, we define luxury," said Martin Fritsches, president of **Rolls-Royce Motor Cars North America**, New York. "Our version of luxury is defined by the desires and inspiration of our patrons around the world."

Spirit of luxury

For Jihan, the Phantom is the pinnacle of the Rolls-Royce brand.

Its architecture blends with her passion for design and personalization, which results in a bespoke product that speaks to her character, as well as her creative vision.

"Driving a Rolls-Royce is not comparable to any other car," she says in the short film.

Jihan explains how, in her experience, no other vehicle compares to a Rolls-Royce

The film opens on a speedy drone-shot of the mountainous terrain in Ras Al Khaimah. The camera arrives upon Jihan, dressed in a bright red ensemble, stepping into her royal blue Phantom which sits upon a cliff, as if perched upon the world's pedestal.

"Each of our clients is a notable person," Mr. Fritsches said. "They personify success in a wide variety of arenas and organically represent the true meaning of our brand."

"The beauty of these cars is a different level of luxury," she says in voiceover while the film shows her exploring a Rolls-Royce showroom.

She considers Rolls-Royce her canvas, and the Phantom her own piece of art.

The brand released the first episode of the "Spirit of Rolls-Royce" series on its social channels. It has not been disclosed when the subsequent episodes will come out.

In the automaker's earlier "Inspiring Greatness" video series, brand authenticity was bolstered by showcasing the talents of individuals who achieve great success in their fields. Among those featured were Tom Sellers, the Michelin-starred chef; photographer and explorer Cory Richards and media artist Refik Anadol ([see story](#)).

Since it was founded, Rolls-Royce has solidified itself as a global luxury marque, and continues in the pursuit of creating new standards of luxury and customer experience.



Jihan visits a Rolls-Royce boutique. Image credit: Rolls-Royce

Earlier this year, the British automaker revealed major developments in its client relationship journey with the opening of its flagship in London.

The showroom, which is located in Mayfair, provides additional space compared to the marque's previous location nearby in Berkeley Square. The move 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 ([see story](#)).

New routes for luxury

It has become table stakes for luxury automakers to offer clients more than just cars because, for most affluent drivers, luxury goes beyond the vehicle. Luxury is a lifestyle, so brands such as Lexus, Ferrari and Aston Martin have expanded offerings to include experiences, apparel and real estate.

In 2018, as automotive brands began expanding their influences into the luxury lifestyle sphere, Lexus fueled its own ambitions with the opening of a high-end lounge at the Brussels Airport in Belgium.

Lounge by Lexus is a 7,500-square-foot luxury lounge for affluent travelers passing through the airport. The lounge was one of many projects from major automotive brands that sought to establish an entire set of lifestyle products and services beyond just simply manufacturing vehicles ([see story](#)).

In June 2021, Italian automaker Ferrari went from the race track to the runway with the launch of its first in-house fashion collection, indicating a major step in its strategy to expand the brand beyond the automotive sector.

Produced by creative director and former Giorgio Armani designer Rocco Iannone, the collection debuted on a V12 assembly line catwalk at the Ferrari production plant in Maranello. Items from the collection will be released for purchase in six drops throughout this year, both online and in select Ferrari stores ([see story](#)).

In 2019, British car manufacturer Aston Martin finished foundation work for its luxury high-rise residences in Miami, and is scheduled to be completed by 2022. Located at 300 Biscayne Boulevard Way and the mouth of the Miami River, the Aston Martin Residences is already one of the most in-demand addresses in South Florida ([see story](#)).

"Luxury has many meanings, and we deliver it to the wide array of our clients," Rolls-Royce's Mr. Fritsches.