

AUTOMOTIVE

Rolls-Royce introduces bespoke cellarette for whisky connoisseurs

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Rolls-Royce has introduced a bespoke whisky and cigar chest. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has revealed a bespoke whisky and cigar chest to elevate clients' hosting opportunities.

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The marque's line of collectibles now includes the Rolls-Royce Cellarette, in addition to picnic hampers, humidors, Champagne chest and more. Luxury automakers often turn to physical goods as a way to exemplify brand ethos.

"The Rolls-Royce Cellarette, the latest addition to the Rolls-Royce Connoisseur's Collection, offers our clients new ways to enhance their lifestyle beyond the experience of their Rolls-Royce motor car," said Nicholas Abrams, bespoke designer at [Rolls-Royce Motor Cars](#), in a statement.

Spirited indulgences

The cellarette can fit into the trunk of any Rolls-Royce, but it can serve as the centerpiece for an alfresco meal or intimate gathering.

"Historically, cellarettes were used to secure wine and spirits," Mr. Abrams said. "This bespoke chest can be configured to stow aperitifs or digestifs, dependent on the client's preferences, alongside prized cigars, in a spectacular fashion."

The leather-lined, polished black aluminum bottle holder is designed to magnetically hold spirits of various sizes. It also includes handblown lowball glasses etched with the "RR" monogram.

Since nothing pairs with whisky as well as a cigar, the opposite side of the chest is a humidor that offers a cigar tray when it opens. Among the included accessories are a S.T. Dupont, Paris cigar cutter and lighter and an ashtray.



The cellarette includes a humidor and cigar accessories. Image credit: Rolls-Royce

The cellarette can be customized for each client and is available through Rolls-Royce dealerships. Prices start at 40,570 pounds, or about \$55,244 at current exchange.

Last year, the automaker introduced a new version of the Pursuit Seat, putting a contemporary spin on a traditional accessory.

The Pursuit Seat is Rolls-Royce's latest accessory designed to enhance the lifestyle experience of its clients. The embossed leather is colored to match or contrast with the car's interior and the seat is created with contemporary craft materials, including carbon fiber and polished aluminum ([see story](#)).

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