

AUTOMOTIVE

## Rolls-Royce reveals reimagined Spirit of Ecstasy

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*The new Spirit of Ecstasy was revealed on her 111th anniversary. Image courtesy of Rolls-Royce*

By SARAH RAMIREZ

British automaker Rolls-Royce has remodeled one of its icons to better represent its electric future.

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Rolls-Royce unveiled the redesigned Spirit of Ecstasy on Feb. 6, commemorating 111 years to the day when was first registered as intellectual property of the marque. Looking to the automaker's next chapter, the Spirit of Ecstasy has been recreated to be more aerodynamic just as the upcoming Spectre EV is Rolls-Royce's most aerodynamic model.

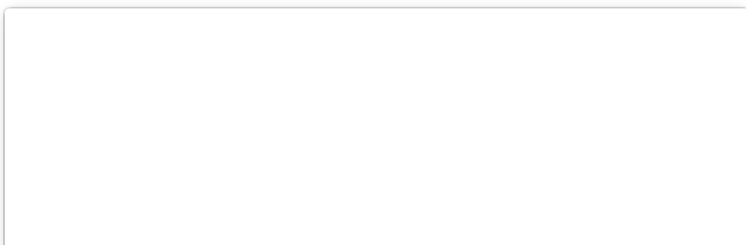
"The Spirit of Ecstasy is the most famous and desirable automotive mascot in the world," said Torsten Müller-Ötvös, CEO at [Rolls-Royce Motor Cars](#), in a statement. "More than just a symbol, she is the embodiment of our brand, and a constant source of inspiration and pride for the marque and its clients.

"Like our brand, she has always moved with the times while staying true to her nature and character," he said. "In her new form she is more streamlined and graceful than ever before the perfect emblem for the most aerodynamic Rolls-Royce ever created, and for gracing the prow of our bold electric future."

### Reinventing an icon

The Spirit of Ecstasy's new silhouette is indicative of both the marque's past and future.

"Her form perfectly captures the marque she leans forward, expressing our relentless pursuit of progress, and her dress gracefully flows in the wind, echoing the serenity of our products in motion," said Anders Warming, director of design at Rolls-Royce, in a statement. "For Spectre and beyond, she becomes lower and more focused; braced for unprecedented speed and the exciting future her presence will define."



[View this post on Instagram](#)

A post shared by Rolls-Royce Motor Cars (@rollsroycecars)

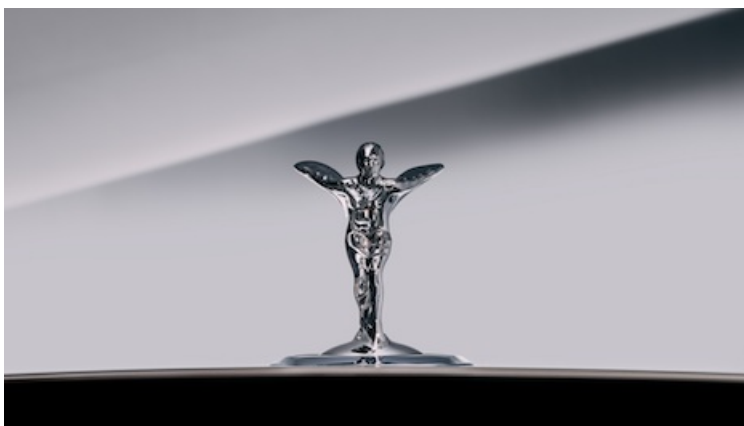
### *The redesign reflects the marque's electric future*

She now stands 82.73 mm tall, or 3.25 inches, rather than the previous 100.01 mm, or 3.93 inches. According to Rolls-Royce, her lower, more dynamic stance with one leg forward and her body tucked low more closely reflects the original designs by illustrator and sculptor Charles Sykes.

Her robes, often mischaracterized as wings, have also subtly changed to be more realistic and aerodynamic. The redesigned Spirit of Ecstasy will appear on the Spectre's prototypes later this year and is expected to further lower the drag coefficient of the most aerodynamic Rolls-Royce yet.

The new version will appear on all future models, while the outgoing design will appear on Phantom, Ghost, Wraith, Dawn and Cullinan and their Black Badge alter egos when applicable.

For her creation, Rolls-Royce leveraged digital technology instead of traditional "redrawing." The new shape was digitally sculpted by a computer modeler at Goodwood and the figurines will continue to be individually hand finished after being made using the cast technique known as "cire-perdue."



*The new Spirit of Ecstasy from the front. Image courtesy of Rolls-Royce*

Rolls-Royce took to social media to reveal the redesigned Spirit of Ecstasy. The automaker is closely linking the new expression to the Spectre, its first fully electric model that will debut in late 2023 ([see story](#)).

Additionally, the Rolls-Royce Art Programme, Muse, has announced the jury for the inaugural Spirit of Ecstasy Challenge. The initiative invites young artists to reimagine the icon in a new context, aside from hood of a Rolls-Royce.

### Rolls-Royce spirit

The redesigned Spirit of Ecstasy figurine comes more than a year after the automaker introduced a new visual identity.

In August 2020, Rolls-Royce revealed a refreshed rebrand to reflect its evolution in attracting a younger, more diverse client base. The new visual philosophy was applied across Rolls-Royce motifs and icons, including the Spirit of Ecstasy and the Badge of Honor, as well as the brand's colors and typeface.

While the iconic sculpture initially remained unchanged in her physical iterations on Rolls-Royce motor cars, a new illustration was introduced for digital use. Now when the Spirit of Ecstasy appears in images, she will face to the right, rather than the left indicative of how Rolls-Royce looks to the future ([see story](#)).

In 2011, Rolls-Royce celebrated the centennial of the Spirit of Ecstasy with an artistic collaboration.

British photographer Rankin took 100 photos inspired by the Spirit of Ecstasy that were shared in Rolls-Royce dealerships. The photographs offered modern interpretations of the tiny but enduring figure ([see story](#)).

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