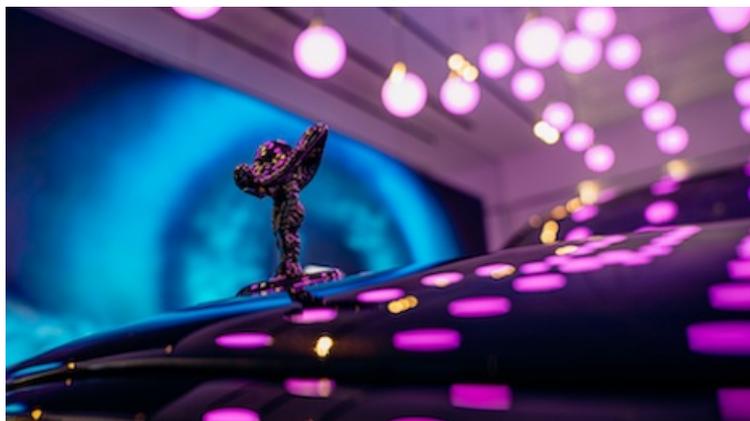


AUTOMOTIVE

Rolls-Royce looks back on a year of luxury

April 20, 2022



The doorway of the showroom is produced by the same maker that creates all of the Spirit of Ecstasy figurines on the hood of each Rolls-Royce. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is celebrating the one-year anniversary of opening its flagship showroom in Mayfair, London by examining 12 months of events, experiences and milestones.

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Since opening the doors of its new flagship, the brand has aimed to provide bespoke experiences for new and returning customers, media personnel, friend and more through various exclusive events. Rolls-Royce continues to focus on cultivating hyper-personalized and close relationships with its clients through high-touch encounters and memorable experiences.

"The showroom is the perfect embodiment of our brand," said Claus Andersen, brand director at Rolls-Royce, in a statement. "Effortless, stylish, contemporary, in tune with our clients' tastes, requirements and expectations.

"It is the perfect environment to offer guests a truly authentic Rolls-Royce experience."

Driving luxury

According to Rolls-Royce, the design of the new flagship showroom has been well-received by patrons of the brand.

The entrance to the flagship showroom is modeled after Rolls-Royce's famous Pantheon grille. The doorway is topped by the iconic Spirit of Ecstasy.



Rolls-Royce aims to provide the highest luxury experience to each of its guests. Image credit: Rolls-Royce

The interior concept, the "Cabinet of Curiosities," 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.

The space is filled with intriguing items and books, designed to provoke ideas and inspire creativity. Additionally, Rolls-Royce Motor Cars London houses a speakeasy-style bar, offering a secluded space for clients to socialize and relax ([see story](#)).

In the year since the opening of the new flagship residence for the world's leading luxury brand, Rolls-Royce continues to drive and shape the future of luxury, providing an exclusive space in which clients can begin to conceptualize their dream commission.

Rolls-Royce Motor Cars London hosted several memorable events, such as the grand opening party in September 2021, which featured specialty cocktails, live music and the unveiling of unique artwork.

It also transformed its showroom for London Craft Week to showcase the work of Rolls-Royce artisans, designers and engineers.

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