

AUTOMOTIVE

Bentley partners with interior designer Breegan Jane to highlight hybrid

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Bentley is celebrating life's twists and turns, with a video that proves the resiliency of its two subjects. Image credit: Bentley

By AMIRAH KEATON

British automaker Bentley is bucking the status quo, with help from a few of its friends.

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Award-winning interior designer and business owner Breegan Jane embarks on the road ahead in a new video presented by the luxury motor company. Launched last year, Bentley's ongoing integrated digital series titled "Extraordinary Journeys" explores how influential owners, entrepreneurs, athletes and others have forged unique paths in their respective industries.

"This series is a way to showcase unique Bentley stories and how various people buy a Bentley, and a way to ensure diversity of ownership, rise to a personal journey of success and product ranges are highlighted," said Jakob Huth, Senior Account Director at **SIMON + SIMON**, London.

"Not all journeys or roads are the same."

The journey home

Bentley is celebrating life's twists and turns with content that proves the resiliency of its two subjects.

Starring a creative who has taken the road less traveled and come out on top, Ms. Jane narrates her own extraordinary journey in an intimate new video, set both behind the wheel and amid her carefully crafted spaces.

The brand's most recent digital drop starts with a shot of its second high-performance hybrid launch, the Flying Spur Hybrid, an environmentally-friendly interpretation of its predecessor, afront a neutral landscape. The Flying Spur was originally released in the early 2000s.

Award-winning interior designer and business owner Breegan Jane stars in a new video for the brand series.

"As a young girl, without even knowing it, I was born to stand out," Ms. Jane proclaims in an opening frame.

The artist initially emerges from the vehicle, posing driver's side whilst revealing the connection between a past defined in part by adoption and her present love for creating spaces that feel like home in a voiceover, before the video's setting switches to capture its subject amid her work.

Throughout the video, Ms. Jane navigates a familiar Palm Springs the location of her family's first vacation also serves as a source of inspiration for the designer in between shots of the Flying Spur Hybrid in action.

[View this post on Instagram](#)

A post shared by Bentley Motors (@bentleymotors)

Up close and personal with the Flying Spur Hybrid model

With sustainable luxury design at the forefront, Ms. Jane makes a progressive statement as she drives through town. Viewers enjoy scenes of the car's details: hand-crafted beige veneers enhance the model's excellent interior finishing, while a beautiful metallic exterior is accented by a near-silent electric motor.

In an intermediary frame, Ms. Jane takes a trip down a road of wind turbines in the luxury ride. These mechanisms, presumably the same ones that kick off the video, are now contextualized through storytelling.

"I remember the drives out here, looking out of the window and you hit this beautiful stretch of iconic windmills that are all renewable energy," she says, following a flash of the vehicle's silver hybrid placard.

She then discloses that her father was an investor in windmill technology, further personalizing the video's ever-present sustainability angle while highlighting the importance of giving back, most urgently to the planet.

Ms. Jane directs the hybrid through rows of the region's iconic palm trees, in a full circle film close.

"The Earth is our first home," she says. "That's the home that we all share."

Luxury's leaders

Ms. Jane reflects the values of the vehicle she steers: the Flying Spur exists at the intersection of performance and detail, therein lying a connection to the talent's own design process.

"Bregan represents a new audience who embodies interesting stories and a journey in life, in line with passion points of our customers," Mr. Huth said. "She's influenced by her surroundings."

Bentley is one of many luxury entities credentialing their messages by using figures influential in their own right. This week, Louis Vuitton tapped tennis champion and brand ambassador Naomi Osaka to sport the latest editions of its Twist bag, in an action-packed campaign video ([see story](#)).

Italian fashion house Prada opted for a group of Hollywood's most talented stars, from Academy Award-winning actors to world champion athletes and even a brand ambassador, American actor Jake Gyllenhaal, to front a short film showing the celebrities jubilantly visiting the brand's spring/summer 2023 show space ([see story](#)).

With Ms. Jane at this video's helm, Bentley aims to get in touch with a wider audience through the series, using the medium to address issues that matter to their patrons.

"Like any content series, this was directed to broaden our reach," Mr. Huth said.

"We have a strong customer base for which these issues of sustainability are important."

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