

AUTOMOTIVE

Bentley practices precision in luxury pen collaboration video honoring International Dog Day

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Artist Lisa Drury sketches out a tribute to man's best friend using pens from the Graf von Faber-Castell for Bentley collection. Image credit: Bentley Motors

By AMIRAH KEATON

British automaker Bentley Motors and partner Graf von Faber-Castell are celebrating International Dog Day with their stylish stylus collection.

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The German company, which specializes in fine writing instruments, originally partnered with the luxury car maker in 2020. Now, in honor of International Dog Day, their tools are central to new video content that aptly speaks to its tagline: "A bond built to last."

Motor skills

Artist Lisa Drury sketches out a tribute to man's best friend for Bentley's latest digital drop.

The 30-second clip begins with the artist and set in full view. Ms. Drury is seated at a white table in a white top against a backdrop of a similar tone, in a stylistic decision that perhaps seeks to mirror the blank canvas she is preparing to fill.

Close-up shots comprise a majority of the video's remainder.

A bond built to last. We're celebrating [#InternationalDogDay](#) with Graf von Faber-Castell for [#Bentley](#), a collection of luxury pens that combine our passion for precision and superb craftsmanship. Discover more: <https://t.co/571LnZKhBy> pic.twitter.com/DEBt5mZ25g

Bentley Motors (@BentleyMotors) [August 26, 2022](#)

Ms. Drury takes to paper with the luxury pen, displaying the Graf von Faber-Castell for Bentley collection's core

capabilities. As she drafts the outline of a friendly canine, the writing utensil's smoothness and sturdiness stand out. Ms. Drury is seen using a rollerball from the line, though the designer collection also includes a regular and Centenary Fountain Pen, in addition to an elevated rollerball with ebony barrel, constructed from one of the world's most durable woods.



Pens are colored after Bentley's own exclusive paints, while their caps display Bentley's treasured "B" logo atop. Image credit: Bentley

Pens are colored after Bentley's own exclusive paints, which tout Sequin Blue, 'Tungsten,' and White Satin' as options, while Graf von Faber-Castell for Bentley pen caps display Bentley's treasured "B" logo atop.

A trio of the aforementioned styles is displayed mid-video before footage reveals a secondary project Ms. Drury is seen composing the phrase "Bond built to last," a fountain pen hard at work on precise cursive curvatures.

The artist signs off on her final piece, a drawn dog headshot with its campaign tagline below, at the video's close. A collaboration graphic is displayed for its final frame.

Fresh Ink

Just a few short years ago, Bentley initiated an out-of-the-box partnership rooted in shared luxury values.

Released in 2020 with a limited 1,930 pieces, the Bentley "Limited Edition Barnato" pen series honors the 90th anniversary of the "Blue Train Race" and one of the original Bentley Boys, Woolf Barnato ([see story](#)).

The marque, which celebrated its centennial in 2019, partnered with Savile Row tailor Huntsman in a similar commemorative capacity, spotlighting a dual occasion. Mulliner, Bentley's bespoke division, and Huntsman both celebrated their 100-year anniversaries with action by working together on dual designs of Bentley's Bentayga vehicle. Bentley was founded in 1919, and Huntsman established its boutique on Savile Row that same year ([see story](#)).

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