

AUTOMOTIVE

Rolls-Royce releases custom Phantoms for charitable collaboration

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The luxury automaker has teamed up with Emirati artist Sacha Jafri to release six one-of-one Phantoms with accompanying NFTs. Image courtesy of Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker **Rolls-Royce** is immersing select luxury models in the elements.

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The activation marks a collaboration between Rolls-Royce's Middle East and Africa division and Dubai-based visual artist Sacha Jafri, who will hand paint the Galleries of six Phantom Series II motor cars, taking inspiration from nature. The effort aims to generate \$1 million for charity, and comes complete with a set of accompanying NFTs.

"'The Six Elements' is an idea that was born during an inspiring phone call between Rolls-Royce Motor Cars Middle East & Africa and the boundary-pushing creativity of Sacha Jafri," said Csar Habib, regional director of Middle East & Africa at Rolls-Royce Motor Cars, in a [statement](#).

"We understand that Rolls-Royce motor cars are designed for the few, but we are mindful of the many."

Artistic emphasis

Rolls Royce's UAE partners and Mr. Jafri are merging art and craftsmanship with "Phantom: The Six Elements."

Chosen for his vision, style and use of colors, the artist will create a Gallery design for each of the six Phantom Series II around a number of elements, building upon an existing body of work that references the traditional set of five.

"The six Rolls-Royce Phantoms will embody the emotion of each elemental force," said Mr. Jafri, in a statement.

"Earth, fire, wind, water and air are enhanced by the addition of a new element,' humanity the very essence of life itself."

Rolls Royce's partnership with Mr. Jafri is featured as part of the brand's "Inspiring Greatness" digital series

In addition to the physical specimens, the brand is debuting its "The Rolls-Royce That Keeps on Giving" NFT initiative, inclusive of six corresponding flythrough animations. The digital assets will be installed in each vehicle's glove compartment, enabled for viewing from the Series II's interior.

Each time one of the six exclusive NFTs is sold, a 20 percent royalty will be donated to a charity of Rolls-Royce's choice. The trio of beneficiaries, spanning education, health and sustainability, will be announced at a later date.

"Beyond that goal, the six utterly unique Phantoms will keep on giving beyond the initial charitable donation, thanks to a unique NFT initiative, providing even more value for the cause," said Rolls-Royce's Mr. Habib, in a statement.

According to the brand, the project's ethos reflects a need to reintroduce a sense of humanity to the world and a call to find balance within.

Rolls-Royce's eighth generation Phantom Series II was unveiled in 2017, gaining momentum over the years by way of the brand's varied bespoke expressions ([see story](#)).

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