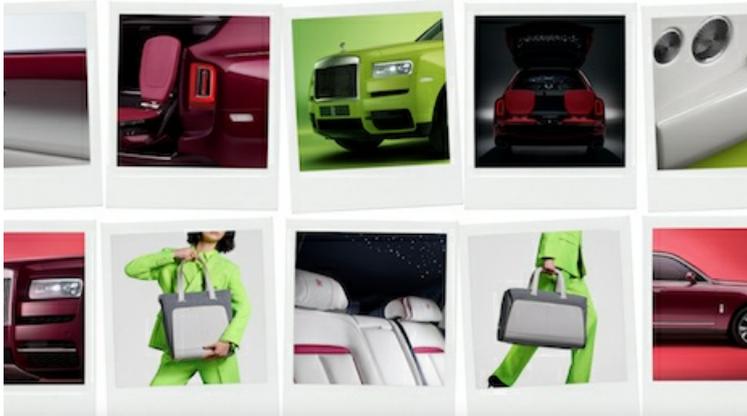


AUTOMOTIVE

## Rolls-Royce's custom Cullinan arrival heralds haute couture aesthetics

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*The automaker introduces new, vibrant hues with Cullinan Inspired by Fashion. Image credit: Rolls-Royce*

By AMIRAH KEATON

British automaker Rolls-Royce is drawing heavy inspiration from the world of haute couture with a new, fashion-inspired release.

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"Cullinan Inspired by Fashion" reintroduces one of the automaker's most classic models in two boldly-colored collections dubbed "Fu-Shion" and "Re-Belle." The drops come complete with corresponding luggage sets, respective to and reflective of Rolls-Royce's dual expressions.

"This campaign does a good job of reminding the Rolls audience that there really are no limits to how one can spec their Cullinan," said David Undercoffler, editor in chief of [Autolist.com](https://www.autolist.com), New York.

Must like couture dresses, these vehicles and their palettes, materials, and features are all custom-chosen by buyers, no off-the-rack' designs here," he said. "So in seeing these eye-catching and unique accents, hues, and fascias really drives home the custom nature of these vehicles."

Mr. Undercoffler is not affiliated with Rolls-Royce, but agreed to comment as an industry expert.

High fashion focus

Rolls-Royce's latest bespoke effort matches the glitz and glamour of high-fashion runways with the grandeur of its Cullinan car.

Most evident upon a first look at the automaker's offering is the artistic activation's experimentation with color. Each vehicle dives headfirst into a novel shade, with designs initially unveiled at this year's Art Basel Miami Beach event.



*The refreshed SUVs are available in eight custom colorways total, between the two collections. Image courtesy of Rolls-Royce*

"Re-Belle" arrives in a striking Lime Green evoking free-spirited neon style, as well as regal Wildberry, the latter of which is reminiscent of sophisticated rich silk velvet. Gunmetal or Arctic White are also among choices for this line.

The vibrant hues contrast those of the "Fu-Shion" line, which instead touts Tempest Gray and Military Green primary palettes, in addition to a Burnout grey and Forge Yellow. The first is introduced in honor of the neutral shades that ground any strong runway collection and the designers who make it all happen by converging form with function.

The color of the car's body may start the conversation, but interior details seal the deal.

Inside, two-tone leather seats embellished with vivid accents and contrast piping and stitching catch the eye. Its dashboard is assembled with a hand-woven stainless-steel fascia, which catches light in a similar fashion to a sparkling lam or sequined party wear, staying true to theme.

The feature marks the first time that Rolls-Royce introduces a glossy Piano veneer in Cashmere Grey for "Re-Belle" and Navy Blue for "Fu-Shion" the surprise spells depth for the custom Cullinan models' interior design, and an extended touch of modernity for the release.



*One edition of the custom Cullinan's interior. Image courtesy of Rolls-Royce*

Affixed atop the Cullinan's interior is its crown jewel.

The new Starlight Tailgate, an extension of the iconic Starlight Headliner, glows with celestial through the use of 192 fiber-optic lights with a manufacturing time of over 22 hours, according to the brand.

The installation is complemented by a feature Rolls-Royce calls the Viewing Suite, complete with chairs that fold out alongside the vehicle's rear, setting the mood for a night of starry night views.

All elements, exterior and otherwise, align the activation with Rolls-Royce's bespoke values.

"With Cullinan Inspired by Fashion' we drew inspiration from the world of our patrons individuals with eclectic tastes who define trends and influence current movements in the fields of art, fashion and design," said Celina Mettang, bespoke color and material designer at Rolls-Royce Motor Cars, in a statement.

"They defy boundaries, challenge conventions and are bold in their expression of individuality," she said.

"Reflective of their tastes, our Cullinan Inspired by Fashion' models are designed as statement pieces, perfectly

tailored to suit the lifestyles of our clients."

Travel companion

The luxury automotive rollout comes with an even newer addition.

Alongside its brightly-colored collections, Rolls-Royce has released luggage accompanying luggage sets, respective to and reflective of each collection.



*The 24hr Weekender, 48hr Weekender, Holdall, Tote Bag and Organizer Pouch are available individually or as a five-piece set. Image credit: Rolls-Royce*

Designed to complement each of the four fashion-inspired interiors, the 24hr Weekender, 48hr Weekender, Holdall, Tote Bag and Organizer Pouch are available individually or as a five-piece set.

This month's Cullinan launch is not the last of Rolls-Royce's recent fashion releases, as just a few weeks before the fashion-filled affair, the brand partnered with Vietnamese designer Nguyen Hoang Tu, capturing the minimalist essence of its Ghost series with The Purity Collection.

[View this post on Instagram](#)

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

Rolls-Royce joins a wave of brands lifting fashion-influenced automotive arrivals.

Korean automaker Genesis' "Make Your Mark" campaign leveraged the industry's "cool" factor to drive creatives

toward the launch of its flagship G90 sedan. The activation included a series of creative partnerships with leading fashion publication *Vogue* and New York City-based fashion label Monse, as well as an exclusive, invitation-only affair, hosted at the brand's own Genesis House ([see story](#)).

Backing values of craftsmanship, British automaker Bentley tapped an imaginative artist for a sneaker collaboration inspired by its iconic cars ([see story](#)).

The two capsules, which share conceptual origins and differ greatly in appearance and ethos, attempt to integrate haute couture codes at the core, suggesting that Rolls-Royce has its eye on new audiences.

This does not equate to losing sight of the brand values that existing consumers are well-acquainted with though these guide the way.

"Rolls-Royce appears to be targeting the metropolitan fashion-conscious type of buyer to whom these color palettes will be familiar from exposure elsewhere in the haute couture world," Autolist.com's Mr.Undercoffler said.

"This isn't meant to speak to me and you; it is an 'if you know, you know' type of approach that makes sense given the rarified audience Rolls-Royce is seeking for its Cullinan."

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