

AUTOMOTIVE

Rolls-Royce odes bespoke design across disciplines in digital series

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Dutch Haute Couture designer Iris Van Herpen talks craftsmanship in a new episode of Rolls-Royce's "Inspire Greatness" series. Image credit: Rolls-Royce Motor Cars

By AMIRAH KEATON

British automaker Rolls-Royce is adding a fashion-forward update to its "Inspire Greatness" series.

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Citing architecture, technology and biology as sources of influence, Dutch haute couture designer Iris Van Herpen stars in a new episode. The guest pinpoints many similarities to be found amid both missions at hand, highlighting the beauty of bringing the client in on the creative process, whether for haute couture or a bespoke car model.

Multidiscipline magic

The Dutch designer uncovers common ground as Ms. Van Herpen's atelier prowess is captured in Rolls-Royce's latest digital drop.

Therein, the fashion artisan and couture specialist produces a standout piece. The artist explains how her core memories of nature have worked to serve her current pursuits.

"Water has always been around me," Ms. Van Herpen says.

Dutch designer Iris Van Herpen stars in a new episode of "Inspire Greatness"

"I grew up between two rivers," she says. "Water can embody so many different stages, and it's that transformation of water that really inspires me to think of fashion in a wider perspective as well."

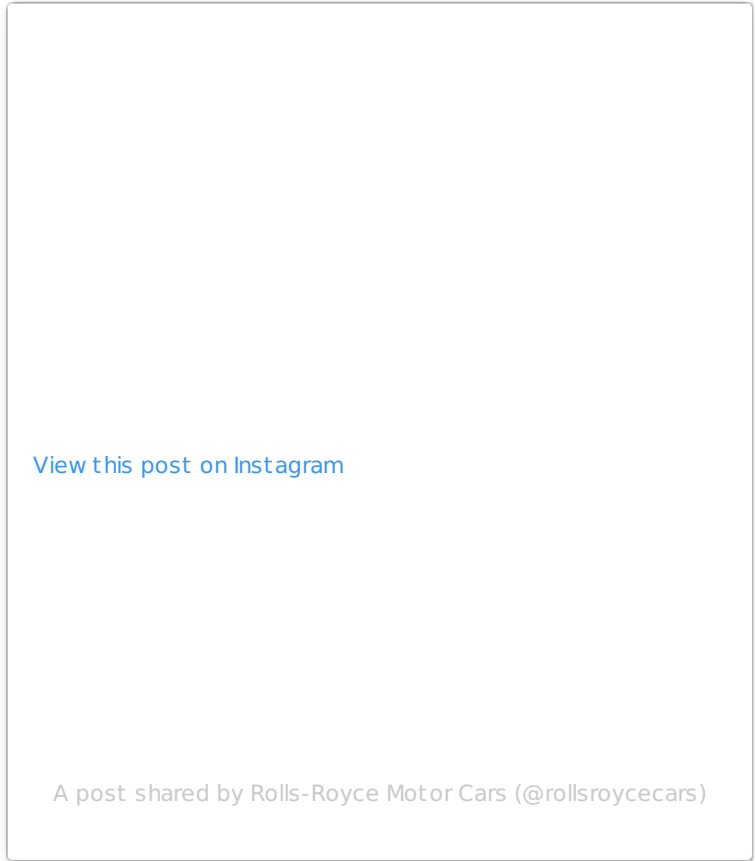
Ms. Van Herpen then introduces herself as a fashion designer, describing the basis of her design ethos.

"It's haute couture which means it's the art of fashion," she says.

"I really like to implement the knowledge from other disciplines into this classic approach to fashion, and it's this hybrid of different worlds coming together [that] I feel most excited about."

The designer notes that it is oftentimes a merging of the past and future that begets innovation, citing the necessity of a constant conversation between the two.

"They need each other," she says.



"They are in constant symbiosis."

Known for her boundary-pushing looks, one such optically immersive garment comes together before the viewers as Ms. Van Herpen drives the episode forward with thoughtful narration.

"Greatness comes from metamorphosis," she says.

"It also comes from the unexpected."