

EVENTS/CAUSES

Luxury players spotlight place in royal history for coronation

May 8, 2023



A number of Britain's most storied players met His Majesty's coronation ceremony with honorary efforts and cultured contributions. Image credit: Bentley Motors

By AMIRAH KEATON

A number of storied British brands are displaying a commitment to celebrating history and national heritage.

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The first coronation of the 21st century brought global crowds to a standstill on Saturday, May 6, 2023. The milestone ceremony honoring His Majesty The King and Her Majesty The Queen Consort was met with reverence as the luxury sector, through campaigns and commemorative collections, engaged in the storytelling opportunity of a lifetime.

Aristocratic appreciation

Recognizing the weight of the momentous occasion, British automaker Bentley Motors was one of many to rally around the royals, releasing a limited-edition run of custom cabin cushions.

Created on-site at the brand's Crewe Campus, Bentley's eco-friendly manufacturing facility, the royal project progressed with a manual and technological fervor.

Honoring the coronation, Bentley Motors released a limited-edition run of custom cushions

To manifest the special-made pillows, a team of craftspeople operating on behalf of the brand, led by Bentley Motors Trim Developer Ella Mitchell, were able to digitize the Coronation Emblem.

British designer Sir Jonathan Ive KBE, a former chief design officer at Apple, originated the insignia which, according to the Royal Family, depicts the flora of the four nations in the shape of St. Edward's Crown.

"It is such an honor to be able to contribute to this remarkable national occasion, and our team is so very proud of this work," said Sir Jonathan Ive KBE, in a statement.

"The design was inspired by King Charles' love of the planet, nature, and his deep concern for the natural world," he said. "The emblem speaks to the happy optimism of spring and celebrates the beginning of this new Carolean era for the United Kingdom.

"The gentle modesty of these natural forms combine to define an emblem that acknowledges both the joyful and

profound importance of this occasion."



According to the Royal Family, the official Coronation Emblem depicts the flora of the four nations in the shape of St. Edward's Crown. Image credit: The Royal Household Crown Copyright

The symbol, pictured throughout this month's programming with permission extended to all community and national events, publications, retail, and merchandising, is available in both English and Welsh.

Using Northern European hides, Bentley's coronation cushions boast three hours of production and were stitched, shaped and finished entirely by hand.

Three full days and four iterations of embroidery processing were additionally required to transfer the nearly 30,000 stitch-count emblem which utilized two different thread colors.

The bespoke cushions will remain with Bentley's press cars for the time being as it turns out, the hand-sewn exhibition is not for sale.

Meanwhile, British silversmith and leather goods maker Asprey offered interested parties notable concessions.

Staying true to a 242-year history of supplying crowns, scepters and other jewels to various royals, French automaker Bugatti's recent collaborator ([see story](#)) launched an [exclusive collection](#) in light of King Charles III's crowning.

Inclusive of a decanter set comprised of handmade, mouth-blown crystal with the special emblem etched into one side, a pair of matching tumblers feature engraving as well, complete with Royal monograms representing Their Majesties King Charles and Queen Camilla's titles.

[View this post on Instagram](#)

A post shared by Asprey (@aspreylondon)

Asprey's first decanter is intended for presentation to King Charles III, though a consumer-friendly version retailing for 9,250 euros, amounting to about \$10,200, is currently available for purchase in stores and online worldwide.

A **Special Edition Coronation Hip Flask in Sterling Silver** rounds out the barware assortment, while future owners of any one of three special-edition Jewelry Boxes from Asprey's Leigh Collection can look forward to observing the official Coronation emblem on the inside of the lid.

Realized in Asprey's signature purple shade, goldwork embroidery of the coronation emblem featured on each box's interior took up to 15 hours to complete.

On the apparel front, some luxury contributors called on the well-known preferences of the United Kingdom's late leader.

Indeed, historians such as Bethan Holt, fashion news and features director at *The Telegraph*, author of *The Queen: 70 years Of Majestic Style*, have confirmed that Queen Elizabeth II maintained a penchant for silk scarves, particularly from French fashion and leather goods house Herms.

The Queen relied upon the square accessory to protect her hair from time to time, in the absence of a formal hat.

Armed with this information, British fashion house Burberry partnered with Highgrove House, the family residence of the Duke and Duchess of Cornwall, on the release of a line of scarves.

Burberry's silk items recall the floral attractions of the Gloucestershire, England grounds.

The brand joins retailers including British fashion label Barbour, British perfume house Penhaligon's and British department store Fortnum & Mason ([see story](#)) in setting up dedicated window displays for the affair, many of which employ the rich purple shade most closely associated with royalty and wealth.



British fashion house Burberry installed special window displays for the affair. Image credit: Retail Gazette

British cruise line Cunard even considered those guests partaking in celebrations remotely, rolling out a range of coronation-related activities across all three of the company's Queen ships.

Street parties, themed musical performances, films and quizzes all held a place in Cunard's itinerary.

A curated coronation dinner menu was served on Saturday evening, taking inspiration from King Charles' love of farming, agriculture, game, and organic principles, according to Cunard.

The Southampton, England-based operation's Insights program featured royal commentator Dickie Arbiter, historian Caroline Aston and etiquette expert Grant Harrold.

Above all, Cunard strategically shone a spotlight on existing regal ties, sharing that in August 1861, Prince Alfred sailed from Halifax to Liverpool on Cunard's SS Arabia. Today, members of the royal family continue to grace ships from the company's current fleet.

This weekend, while at sea, Cunard leaned further into this caliber of excellence, broadcasting proceedings live from Westminster Abbey.

Multigenerational movement

Home teams aside, there were a few other global luxury entities that showcased solidarity with England's proud public.

French fashion house Dior dressed one royal attendee of coronation processions in a tailored menswear number.

Tailoring fit for royalty.

Dior is honored to have dressed Prince Harry, Duke of Sussex, for the coronation of King Charles III in a custom design by Kim Jones. Seen arriving at Westminster Abbey, gain an insight into the savoir-faire of his three-piece suit next. pic.twitter.com/rg4r0ER4Ym

Dior (@Dior) [May 6, 2023](#)

While royal men have mostly resorted to the famed tailors of Saville Row tailors ([see story](#)), Prince Harry's custom fit was procured by the house's creative director Kim Jones, a champion of casual luxury styles spanning categories such as streetwear.

Over the years, the leader has opted to break from tradition in a number of ways ([see story](#)). Seemingly speaking through symbolic luxury fashion choices, the prioritization of modernity appears to have also influenced American member of the British Royal Family Meghan, Duchess of Sussex.

Ms. Meghan Markle, wearing a [#Givenchy](#) Haute Couture wedding gown designed by [#ClareWaightKeller](#) to the [#RoyalWedding](#) pic.twitter.com/nmWB71GzNm

Givenchy (@givenchy) [May 19, 2018](#)

For instance, the former actress's haute couture bridal ensemble from LVMH-owned fashion house Givenchy was designed by Clare Waight Keller, the house's first female creative director.

With his participation in and suit selection for this weekend's coronation, Prince Harry made space for the evocation of said contemporary image, once more.