

AUTOMOTIVE

## Maserati, ambassador David Beckham drop first custom Fuoriserie Essentials' models

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*The company continues to platform personalization with the release. Image credit: Maserati*

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati is working with "friends of the Trident" on a series of custom builds, out today with a luxury debut.

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The brand's global brand ambassador, English former professional soccer player David Beckham, delivers the first bespoke design duo to slot under the brand's Fuoriserie Essentials collection. Upon release, the company continues to platform personalization, demonstrating the extent to which customers can apply their expressions to Maserati's models.

"Fuoriserie means 'custom-built' in Italian, and our Trident's customization program is conceived to create singular experiences for our clients," said Klaus Busse, head of design at [Maserati](#), in a statement.

"Our wish here is for them to express their personality and passion by creating their very own Maserati," Mr. Busse said. "Just like David, everyone can choose from a wide range of personalization features from our Fuoriserie Corse collection, inspired by Maserati's glorious racing heritage, and from our Fuoriserie Futura collection, dedicated to lovers of technology and new materials."

"DB" Debut

Rooted in the retired athlete's love of classics, two of the brand's models have been flipped for "Fuoriserie DB Essentials" using updates inspired by the star's Savile Row wardrobe codes.



*Fuoriserie DB Essentials' 1967 Ghibli coup customization. Image credit: Maserati*

Mr. Beckham's take on a classic Ghibli coup from 1967 involves a "Night Interaction" blue paint job with tan leather interiors, and of the 51 models ever produced, one Quattroporte Royale is reserved for a second revamp. The 1986 release features a dark green exterior in "Verde Royale," opting for brown leather upholstery and an exclusive metal plate installation tributing the initiative.

The namesake can either be positioned atop the central tunnel between the vehicle's front seats, or between the unit's two headrests.



*Fuoriserie DB Essentials' 1986 Quattroporte Royale customization. Image credit: Maserati*

Though the pair have partnered before on similar exercises ([see story](#)), this iteration could gain additional traction on the occasion of a career anniversary, as on May 16, 2013, Mr. Beckham announced that he would be stepping off the pitch for the final time. A decade later, his legacy continues with the curation.

Fuoriserie DB Essentials configurations are available upon request for Maserati's MC20 super sports car.