

AUTOMOTIVE

Florals color latest personalization packages from Bentley

March 27, 2024



Natural tones are spotlighted in the manufacturer's latest creative effort. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley** is unveiling new customization options for its consumers based in Europe.

Mother Nature centers the personalization packages, with floral-inspired shades of Magenta, Glacier Blue, Azimuth Blue and Cherry Blossom coloring the drop. Created exclusively for the Bentayga V8 S model, the release comes ahead of Mother's Day on May 12, 2024.

Natural hues

Each of the options is said by the brand to uplift and refine nature's color palette with floral shades.

Crafted by the Mulliner design team, the offerings pair unique interiors with matching exterior motifs. Utilizing a mix-and-match structure, the packages for both the paint job and internal design can be picked independently of one another.



Hot-pink fixtures are included within the specialized Bentayga SUV models. Image credit: Bentley

Each of the interior packages comes with complementary mood lighting as well as darkened privacy glass.

The Magenta hue drew inspiration from purple peony flowers, which symbolize honor and respect. Similarly, the Cherry Blossom customization evokes visions of the blooming Japanese foliage, instilling an air of renewal.

Meanwhile, the Glacier Blue theme takes cues from an ice-blue dahlia, with the Azimuth Blue motif inferred by blue hortensia flowers.

German automaker Mercedes-Benz took a similar approach with its Valentine's Day marketing, refreshing its G-Class with a rose-gold and diamond-encrusted makeover ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.