

AUTOMOTIVE

Bentley, Boodles present bespoke Continental model

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The vehicle merges codes between the two luxury companies. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley** and British jeweler Boodles are teaming up to showcase a customized car.

Crafted through the Mulliner personalization program, the Boodles Continental GTC model is inspired by a jewelry box. The convertible, revealed this week, is one of a kind, utilizing high-end materials, such as gold and linen upholstery.

"We are thrilled that our two great British companies have collaborated to make a special Boodles branded Bentley car," said Nicholas Wainwright, president of **Boodles**, in a statement.

"An individual exciting and unique one-of-one Bentley which Boodles will unveil at Jack Barclay showroom."

Sparkling showcase

Melding signatures between the two brands, the car features Bentley's colorations of Porpoise Grey and Linen with Boodles' Powder Pink hue accenting the interior.

Inside, 18-karat-gold air vents and a veneer forged from 200-million-year-old Autumn Stone uplift the prestigious and high-end feel of the vehicle. White gold is present on the "Be Boodles Bentley" pendant on the center console, also decked out in diamonds and a chrome finish.

The car is said to be the "epitome of British luxury"

A 278,566-stitch, one-off "Be Boodles" embroidery is also present within the interior, marking another of many branded touches inside the bespoke convertible, ranging from backlit Boodles logos to house codes being applied to the vehicle's doors, dashboard and seating.

Highlighted in a short film, the collaboration to forge the Boodles Continental GTC car dates back to 2023, when both labels received recognition from the annual Walpole Awards. The Continental GTC model was chosen for its convertible design, ensuring both maison's touches would be seen under sparkling sunlight.

Diamonds and jewelry also colored a recent customization offer from German automaker Mercedes-Benz, which was released ahead of Valentine's Day ([see story](#)).

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