

MULTICHANNEL

Bentley pampers new car owners with bespoke suit offer

October 26, 2010



By KAITLYN BONNEVILLE

Luxury automaker Bentley Motors has teamed up with men's custom clothing brand Astor & Black to offer new car owners a bespoke suit.

[Sign up now](#)

Luxury Daily

Consumers who buy a new Bentley will be outfitted with a suit, silk tie and shirt. The partnership aligns with Bentley's emphasis on craftsmanship and customization.

"Bentley recognizes the quality of Astor & Black," said Jamie Wells, director of marketing and media at Astor & Black. "They wanted to give their clients a gift that would be on par with their new automobile and, in turn, introduce their customers to a service that they can greatly benefit from in the future.

"In reality, many of our clients fall in the same market, so with this partnership, we hope to expand our name to the Bentley consumers who have yet to experience our brand," she said.

"This is also yet another way for Bentley to express their gratitude to their drivers."

Bentley's vehicles range in the hundreds of thousands of dollars. Its 2010 Continental GT Supersport coupe has a manufacturer's suggested retail price of \$267,000.

Astor & Black creates bespoke, handmade suits, jackets, pants, shirts, leather belts and jackets, cashmere products and shoes.

The deal

The suits, shirts, and ties that will be used for this promotion are from high quality fabrics, and were hand-picked by David Schottenstein, founder/CEO of Astor & Black.



A shot of one of the Astor & Black suits

By teaming up with Bentley, Astor & Black will be able to elevate its brand image and increase consumer awareness.

“Connoisseurs of Bentley expect high quality and craftsmanship, which are the foundations we have built Astor & Black upon,” Ms. Wells said.

Custom-built

Bespoke offerings among the luxury auto sector are not unique to Bentley.

Rolls-Royce’s Pebble Beach car features a number of bespoke elements, such as full Champagne servicing kit and an enameled plaque on the dashboard. The car is valued at \$575, 360 ([see story](#)).

Also, the brand's iPhone application features customization options, allowing consumers to create their own virtual Rolls-Royce Ghost vehicles to imagine themselves as Ghost owners ([see story](#)).

For Bentley, the bespoke Astor & Black suit enhances the luxury experience for the consumer.

“We like to think of Astor & Black as accessible luxury,” Ms. Wells said. “At the same time,

our higher-end production and fabrics cater to those who seek exclusivity.

“This is where our collaboration with Bentley comes into play,” she said. “These suits are the ‘Bentley’ of the bespoke clothing world, if you will.”

Final Take

Kaitlyn Bonneville is editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.