

IN-STORE

Rolls-Royce joins travelers in Cannes with bespoke-centric studio

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By JOE MCCARTHY

Rolls-Royce Motors Cars in Monaco is giving prospective consumers an interactive bespoke experience with a studio in Cannes, France that delves into the brand's history and showcases key models.

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The studio aims to drive people to the showroom in Monaco where they can set up a test-drive. Setting up a summer studio allows the automaker to shadow consumers as they travel for vacation while cultivating its reputation in a growing region.

"Our business is very individual and depends on personal relations, it is therefore absolutely natural that we are at the very place where many of our customers spend their summer season," said Frank Tiemann, corporate communications and Europe public relations manager at [Rolls-Royce Motor Cars](#), Munich, Germany.

"Cannes stands like no other spot in Europe for a unique combination of an effortless atmosphere and glamour," he said.

"The best prerequisite for a successful presentation of our motor cars is to meet our clientele in such a relaxed atmosphere."

Each detail

The studio creates an atmosphere that gives visitors the feeling that they are directors who determine how the vehicle looks. Film equipment adorns the studio.

The Phantom Drophead Coup and the new Wraith model will act as the studios' primary display.



Cannes studio

Visitors can also learn about the brand's popular Bespoke personalization service. The service inspired the studio's theme of directing, since with this service consumers control the car's features.

The automaker reported that nearly every Phantom vehicle and three-quarters of the Ghost vehicles worldwide are sold with bespoke personalization. The service sets Rolls-Royce apart from other luxury automakers since it gives consumers a more personalized vehicle ([see story](#)).



Wraith model

The summer studio is located near the popular Croisette Road in Cannes and is linked to the showroom on the Cote d'Azur in Monaco. Interested visitors can schedule a test-drive at the Monaco showroom.

Rolls-Royce operated a design studio in the early 20th century near St. Tropez along the Cote d'Azur, which gives the site another layer of history.

Sweet summertime

The summer studio comes on the heels of other signs that the brand is confidently branching out.

For example, Rolls-Royce's expansion is barreling forward with the popularity of its Wraith model and rising sales that spurred the creation of 100 new jobs.

The British automaker's newly-minted jobs run the gamut of the company's labor, indicating that the brand is churning on all cylinders, while half-year sales figures predict another record year in 2013. Promising numbers such as these show that affluent consumers are continuing to purchase luxury goods ([see story](#)).

Similarly, Rolls-Royce is showing faith in the strength of the Russian market by opening a showroom in St. Petersburg, expecting more business from one of the most historic cities in that country.

The British automaker sees the location as not only a reflection of its values, but also as an opportunity to encourage rising brand loyalty. The new showroom opened June 6 and was built to keep up with the demand for its Ghost and Phantom models in the area ([see story](#)).

Temporary events should strive to align with how consumers are feeling at that time.

"The studio in Cannes has a quite experiential character, it reflects more a club atmosphere than an established car showroom and will be open just for the season in Cannes," Mr. Tiemann said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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