ROLLS-ROYCE | MEDIA INFORMATION

‘THE PEARL CULLINAN’:

A BIRTHDAY GIFT LIKE NO OTHER

24 October 2023, Goodwood, West Sussex (EMBARGO TO 10.00 BST)

* Rolls-Royce Motor Cars Private Office Dubai presents one-of-one Bespoke commission, ‘The Pearl Cullinan’
* Commissioned by a son as a surprise birthday gift for his father: fascia motif features the Arabic symbol for ‘father’ inlaid in stainless steel
* One of the most extensive uses of mother-of-pearl ever seen in a Bespoke Rolls-Royce motor car, including central rotary dial and clock surround
* Rear Picnic Tables handmade at the Home of Rolls-Royce at Goodwood, each including 1,351 individually selected pieces of mother-of-pearl
* Bespoke paint finish inspired by the colours of most prized pearl in the owner’s collection

*“The Middle East region has long been the source of many of the most technically complex, creatively ambitious Bespoke commissions ever undertaken by Rolls-Royce Motor Cars. ‘The Pearl Cullinan’ stands at the very summit of those achievements and is a supreme example of the marque’s creativity and craftsmanship. It is also the very first client Bespoke project to be commissioned through our Private Office Dubai. This is an extension of the Home of Rolls-Royce at Goodwood and gives clients direct access to our talented Bespoke designers, together with the full support of their local dealer partner. As the motor car is a birthday gift to the father of a longstanding patron, it adds a very special dimension to the project: it has been a privilege to create such a magnificent motor car to mark this auspicious occasion. ‘The Pearl Cullinan’ not only has a deep personal meaning to both father and son, it also commemorates the great heritage story of the family. At Rolls-Royce Motor Cars, highly Bespoke commissions have always been crafted with deep emotional connections in mind and each motor car has its own tale.”***César Habib, Regional Director Middle East & Africa, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars is delighted to present ‘The Pearl Cullinan’ – a magnificent, one-of-one Bespoke motor car commissioned by the owner’s family to mark a significant birthday. It is also the first Bespoke project to be revealed by the Private Office Dubai, which works with local Dealer Partners to bring the authentic Goodwood experience to clients across the Middle East and Africa region.

‘The Pearl Cullinan’ was commissioned in early 2022 by a longstanding Rolls-Royce client, to mark his father’s 90th birthday. Regional Director, César Habib, and Bespoke Lead Designer, Michelle Lusby, were originally introduced to the father with the purpose of understanding his passions and life story; these meetings provided valuable insights to inform the design direction for the commission.

**BESPOKE PEARL ROSE EXTERIOR FINISH**

The Bespoke Pearl Rose finish is inspired by the colour of the owner’s most prized pearl in his extensive, world-class collection and is reserved exclusively for this motor car: it will not be available to any other client in future. Paint specialists at the Home of Rolls-Royce at Goodwood used carefully selected pigments to replicate a delicate hint of pink rarely found in natural pearls. Unusually, the paint combines both metallic and pearlescent effects to give exceptional depth and lustre.

Perfecting the finish required around 30 different iterations, each applied to a full-sized body panel. These were pre-checked under daylight simulation lamps in the Atelier at Goodwood, then sent to the client to make sure the colour was correct when viewed under the Middle Eastern sun. The paint also underwent extensive technical testing to ensure it will remain unaltered by heat or UV light over its lifetime.

The Pearl Rose finish is complemented with a single coachline, applied by hand in Rose Gold paint, to match the rose gold-plated Spirit of Ecstasy mascot. The rose gold theme also extends to the Bespoke treadplates, which are revealed on each of the four door sills upon opening.

**INTERIOR: THE ART OF PRESENTATION**

The interior of ‘The Pearl Cullinan’ features two different leather colours. The front seats – where the father prefers to travel as a passenger – are finished in his favourite Cashmere Grey. In reference to the family’s heritage, the rear seats are trimmed in Ardent Red which takes inspiration from the colour of the material on which pearls are presented to customers, to best highlight their subtle natural colour variations. In a similar vein, the burr walnut veneer echoes the wooden presentation boxes in which pearls are traditionally handed over to customers upon purchase.

Bespoke embroidery detailing includes ‘RR’ monograms in Rose Gold thread on the headrests, and rear seat inserts in Grace White, inspired by the symmetrical growth patterns of an oyster shell and angled at the same precise 55 degrees as the veneer.

**A CELEBRATION OF MOTHER-OF-PEARL**

‘The Pearl Cullinan’ features one of the most extensive uses of mother-of-pearl ever seen in a Rolls-Royce motor car. The natural variations of this beautiful material created opportunities and challenges in equal measure for the marque’s designers and craftspeople.

This is particularly apparent with the detailed design of the Picnic Tables, fitted to the rear of the front passenger seats. The upper surface features an intricate, circular pattern inspired by traditional Arabic design that draws the eye inwards to a central point. Each tabletop is then inlaid with 1,351 separate pieces of mother-of-pearl, every one individually selected and placed by hand in the surrounding burr walnut marquetry and sealed with clear lacquer. The natural shade and colour differences in both the mother-of-pearl and the wood mean each tabletop is a unique work of art.

The burr walnut fascia incorporates an exquisite mother-of-pearl inlay inspired by traditional Middle Eastern art. At its centre is the Arabic word for ‘father’, inlaid in stainless steel. In a first for Rolls-Royce, the Bespoke dashboard clock is set in a mother-of-pearl surround; the dial and hands are in rose gold. The centre rotary dial is also finished with mother-of-pearl, giving it a tactile, jewel-like quality.

Above the occupants, the Bespoke Starlight Headliner shows the sky as it appeared on the night and at the very place the commissioning client’s father was born.

Michelle Lusby, Bespoke Lead Designer at the Private Office Dubai, said, “For me, there was a huge emotional connection with this Bespoke project. I had the privilege of spending time with the commissioning family, which allowed me to discuss details of the design directly with them, and really understand their true significance. Their unique use of mother-of-pearl was a great creative and technical challenge for us: to see the Picnic Tables go from my original digital designs to those beautiful, highly detailed finished works of art was fantastic. This is a truly special commission in so many ways, and a project we aspire to have as Rolls-Royce designers. Emotions inspire our imaginations.”

- ENDS -

## TECHNICAL INFORMATION

Cullinan: NEDCcorr (combined) CO2 emission: 348 g/km; Fuel consumption: 18.6 mpg / 15.2 l/100km. WLTP (combined) CO2 emission: 377-368 g/km; Fuel consumption: 17.1-17.5 mpg / 16.5-16.1 l/100km.

Further information: [**https://bit.ly/3XtQW7q**](https://bit.ly/3XtQW7q)

## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [LinkedIn](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[X (Twitter)](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

The company employs more than 2,500 people at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. Its continuous investment in its facilities, products and people has resulted in a series of ‘record years’ for global sales, peaking in 2022 with over 6,000 motor cars sold worldwide.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

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