**Rolls-Royce**

## Media Information

POST OPULENCE: ROLLS-ROYCE REVEALS THE SUPER-LUXURY CONSUMER INSIGHTS THAT INFORMED NEW GHOST

**28 July 2020, Goodwood - embargoed to 00:01 BST**

* First of four animated films offering insight into the substance of new Ghost goes live
* Post Opulence identified as emerging design movement defined by reduction and simplicity
* Podcast series exploring design and engineering philosophy of new Ghost available now

**#rollsroyceghost**

More than six years ago, a team of luxury intelligence specialists, designers, engineers and craftspeople assembled to begin development of the new Rolls-Royce Ghost. As with the first Goodwood Ghost, launched in 2009, this collective would work obsessively to ensure that New Ghost would hold its own place in the Rolls-Royce portfolio and represent a unique set of client values.

Since the introduction of Ghost, which became the most successful Rolls-Royce in history, the marque’s unique proximity to its clients afforded the team access to a large body of information. It revealed the divergent interests, opinions and changing taste patterns within Ghost clients’ appreciation of luxury. This primary research allowed them to create a product focussed on the requirements of these remarkable men and women. These insights informed the designers, engineers and craftspeople at Rolls-Royce as they moved into the development phase of the highly progressive new Ghost.

As with all primary research conducted by the marque’s specialists, these experts were asked to present their findings. In this short film, Rolls-Royce shares some of these insights to demonstrate the underlying substance of the highly progressive new Ghost ahead of its official unveiling in autumn this year.

The series begins with Rolls-Royce Designer Henry Cloke, who identified an emerging aesthetic defined by purity and minimalism, internally named ‘Post Opulence’. Cloke says, “We found that Ghost clients sought objects that are effortlessly, almost instinctively exceptional. They rejected busy details and flash gimmicks, instead seeking extremely high quality, thoughtfully designed pieces that stand up to the most intense scrutiny. This philosophy defined new Ghost’s minimalist design treatment.”

The marque elected to use the increasingly popular medium of animated illustrations to convey these insights. Renowned illustrator, Charlie Davis, was chosen to cohesively and beautifully represent these findings in a fashion that befits the highly progressive new Ghost.

In addition to these insights presented in animation form, a series of five podcasts have been launched that reveal the marque’s findings, as well as insights into the underlying material and engineering substance of new Ghost in long form. Hosted by Johanna Agerman Ross, Curator of Twentieth Century and Contemporary Furniture and Product Design at the Victoria & Albert Museum in London, the podcasts are available on [Apple](https://podcasts.apple.com/gb/podcast/ghost-stories-a-rolls-royce-podcast/id1501910881), [Google](https://www.google.com/podcasts?feed=aHR0cHM6Ly9mZWVkLnBvZGJlYW4uY29tL3JybWMvZmVlZC54bWw%3D), [Spotify](https://open.spotify.com/show/1jFTTaQS6OnOd6RVIr8Xqp?si=RUn69qHcS7mobJMbh1Da6A) and [Deezer](https://www.deezer.com/en/show/1477092).

-Ends-

**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](http://www.press.rolls-roycemotorcars.com/).

**Editors’ notes:**

**Rolls-Royce Motor Cars**Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

**CO2 emissions and consumption:**

* NEDCcorr (combined)\* CO2 emission: 343 g/km ; Fuel consumption: 18.8 mpg / 15.0 l/100km (\*)  
  WLTP (combined)# CO2 emission: 347-359 g/km ; Fuel consumption: 17.9-18.6 mpg / 15.2-15.8 l/100km (#)

**Contacts:**

**Goodwood**

**Director of Global Communications**Richard Carter +44 (0) 7815 244060 [richard.carter@rolls-roycemotorcars.com](mailto:richard.carter@rolls-roycemotorcars.com)

**Head of Corporate Relations**Andrew Ball +44 (0) 7815 244064 [andrew.ball@rolls-roycemotorcars.com](mailto:andrew.ball@rolls-roycemotorcars.com)

**Head of Global Lifestyle Communications**Emma Rickett +44 (0) 7815 244061 [emma.rickett@rolls-roycemotorcars.com](mailto:emma.rickett@rolls-roycemotorcars.com)

**Head of Global Product Communications**Matthew Jones +44 (0) 7815 245929 [matthew.jones@rolls-roycemotorcars.com](mailto:matthew.jones@rolls-roycemotorcars.com)

**Head of Global Digital, Online & Social PR Communications**Terence Church +44 (0) 7815 245930 [terence.church@rolls-roycemotorcars.com](mailto:terence.church@rolls-roycemotorcars.com)

**Regional**

**Asia Pacific – North**Rosemary Mitchell +81 (0) 3 6259 8888 [rosemary.mitchell@rolls-roycemotorcars.com](mailto:rosemary.mitchell@rolls-roycemotorcars.com)

**Asia Pacific – South**Hal Serudin +65 6838 9675 [hal.serudin@rolls-roycemotorcars.com](mailto:hal.serudin@rolls-roycemotorcars.com)

**China**Anna Xu+86 10 84558037 [anna.xu@rolls-roycemotorcars.com](mailto:anna.xu@rolls-roycemotorcars.com)

**Eastern Europe**Frank Tiemann +49 (0) 89 382 29581 [frank.tiemann@rolls-roycemotorcars.com](mailto:Frank.Tiemann@rolls-roycemotorcars.com)

**Middle East and Africa**Rami Joudi +971 56 171 7883  [rami.joudi@rolls-roycemotorcars.com](mailto:rami.joudi@rolls-roycemotorcars.com)

**North America and South America**Gerry Spahn +1 201 930 8308 [gerry.spahn@rolls-roycemotorcarsna.com](mailto:gerry.spahn@rolls-roycemotorcarsna.com)

**Central and Western Europe**Ruth Hucklenbroich +49 (0) 89 382 60064 [ruth.hucklenbroich@rolls-roycemotorcars.com](mailto:ruth.hucklenbroich@rolls-roycemotorcars.com)

**Russia**Malika Abdullaeva        +7 916 449 86 22         malika.abdullaeva@press.rolls-roycemotorcars.ru