ROLLS-ROYCE | MEDIA INFORMATION

PHANTOM ORIBE: A BESPOKE ROLLS-ROYCE PHANTOM

IN COLLABORATION WITH HERMÈS

27 April 2021, Goodwood, West Sussex Embargoed until 12.00pm BST

* Rolls-Royce Motor Cars creates magnificent Bespoke Phantom Oribe
* Exterior and interior designed and handcrafted hand-in-hand by bespoke specialists from Rolls-Royce and Hermès, using materials, techniques and know-how from both houses
* Commissioned by Japanese entrepreneur, art collector and supercar enthusiast Yusaku Maezawa
* Fully Bespoke two-tone MZ Oribe Green and cream exterior finish inspired by colours in the client's world-class collection of ancient Japanese ceramics
* Envisioned by the client as a 'land jet' to complement a recently commissioned private aircraft

*“This magnificent expression of our pinnacle product represents a landmark for Rolls-Royce Motor Cars, bringing together two houses with more than three centuries’ combined experience and heritage. It is the result of a deep, genuine collaboration between the Houses of Rolls-Royce and Hermès, in which designers, materials specialists and skilled craftspeople worked side by side to create a truly one-of-a-kind Phantom. It has been an extraordinary privilege to unite on such a creatively challenging, technically demanding commission and bring our client’s remarkable vision so beautifully to life.”* **Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

*“We are really delighted to see this bespoke car come to life after a remarkable journey of creation and craftsmanship conducted hand in hand with both of our houses. We are proud to have contributed to creating a unique and contemporary expression of our client’s vision, thanks to our spirit of innovation, the quality of our materials and the know-how of our craftsmen, who have developed, amongst other things, unique stitching and upholstery techniques for the interior of the car and a hand painting technique for a bespoke gallery. It has been a real pleasure to work alongside the Rolls-Royce experts and to see how this car expresses all the values that Hermès cherishes every day.”***Axel de Beaufort, Design and Engineering Director, Hermès Bespoke Division**

*"This unique Phantom is a fusion of East and West, ancient and modern, serenity and exhilaration. It was a great creative and cultural exchange working with Hermès; we learned a great deal from each other. It is always a pleasure when a client brings us a bold, clear and imaginative vision, and a great thrill to see it realised so perfectly."***Michael Bryden, Lead Designer, Rolls-Royce Bespoke Collective**

Rolls-Royce Motor Cars has co-created a magnificent Bespoke Phantom in a unique collaboration with Hermès. Designed and handcrafted by a combined team of Bespoke specialists at the Home of Rolls-Royce at Goodwood, West Sussex, and Hermès in Paris, Phantom Oribe reflects the personality and passions of its owner, Japanese entrepreneur Yusaku Maezawa. The client envisioned the car as a 'land jet', bringing the serene exclusivity of private air travel to the road.

The car's striking two-tone exterior matches the characteristic green and cream glazes of antique Japanese Oribe ware, of which Maezawa-san is a prominent collector. The upper part is finished in Oribe Green, a fully Bespoke colour created exclusively for the client; in an unusual move, Rolls-Royce has made the paint available for use on the client’s private jet the Phantom will be paired with. Developed over many months by specialists in the Surface Finish Centre at Goodwood, it perfectly captures the lustrous, deep-green glaze that characterises these 16th century ceramics. The effect is beautifully completed by the cream-white lower section.

The Oribe ware-inspired colourway harmoniously continues through the interior, created and realised through a true meeting of minds between Hermès designers and craftspeople in Paris, and the Rolls-Royce Bespoke Collective of designers, engineers and craftspeople at Goodwood in West Sussex. Together, they applied their shared expertise and ingenuity to ensure every individual component embodies the finest traditions of both houses.

The interior is finished predominantly in Hermès Enea Green leather, extending to details that include the immediate touch-points of the client; for example, the steering wheel, duchess handles, gear selector and the rotary controls for the motor car’s climate settings.

The Hermès leather flows around the upper instrument panel, interior pillars and parcel shelf. It also enrobes less visible surfaces including the glove compartment and luggage compartment lining, centre console, decanter stowage compartment and Champagne cooler. In a sign of the project's truly collaborative nature, and the two makers' mutual esteem, the glove compartment lid is embossed with the signature *Habillé par Hermès Paris*.

Delicate Hermès piping adorns the headrest cushions and calf supports of the rear seats, while soft Seashell White accents and matching lambswool floor mats create a sense of light and space throughout.

The interior is also replete with examples of Rolls-Royce Bespoke design and handcraftsmanship. Wooden speaker frets, for example, are formed by meticulously perforating the Open Pore Royal Walnut veneer applied to the doors, creating a seamless, textured aesthetic and delicate haptics. Open Pore Royal Walnut is additionally applied to the centre and rear consoles and picnic table backs; in another first for Rolls-Royce, the interior features Hermès ‘Toile H’ canvas on the door armrests, centre and rear consoles and, most notably, the signature headliner.

Hermès brings its distinctive equestrian heritage and innovative craftsmanship know-how to the car, with the leather upholstery created using stitching and edge-painting techniques originally employed by master saddlers. For Phantom’s Gallery, a feature unique to Rolls-Royce, that runs the length of the motor car’s fascia, Hermès commissioned an artwork based on a design by the celebrated French artist and illustrator Pierre Péron (1905–1988) who created many of the House's iconic scarves. The work, inspired by the famous Hermès horse motif, is hand-painted on Open Pore Royal Walnut and is presented as though staged in an art gallery, behind glass.

Torsten Müller-Ötvös added, “This majestic and tasteful Rolls-Royce Phantom demonstrates what is possible when talented people from two of the world's great houses work closely together alongside a far-sighted, inspirational client like Maezawa-san. It is a meeting of minds, expertise, visions and skill that represents the very best of our respective craftspeople and capabilities."

-ENDS-

## FURTHER INFORMATION

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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);[**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 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.

Gallery artwork Copyright Pierre Peron

Oribe Ware photographs by Kaoru Yamada

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