ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE CELEBRATES FLORAL ART IN CHELSEA WITH SPECTRE

Wednesday 21 May 2025, Goodwood, West Sussex

* Rolls-Royce Spectre joins the celebration of floral art in Chelsea, with flower-inspired hues, finished in elegant Velvet Orchid with a Peony Pink Coachline
* Floral themes have long inspired many of the marque’s most celebrated Bespoke creations

*“As the British Season begins, we’re delighted to join the celebration of floral art in Chelsea this week, a popular event in the social calendar for many of our clients. Dress codes are an inherent part of the allure for such an occasion and, like our clients, we like to hit the brief. We debuted a striking Rolls-Royce Spectre finished in Velvet Orchid with a Peony Pink Coachline, reflecting the quiet confidence and refined beauty that resonates with our clients and defines our marque.”*

**Boris Weletzky, Regional Director, United Kingdom, Europe and Central Asia, Rolls-Royce Motor Cars**

The ongoing success of Rolls-Royce Motor Cars is based upon an intimate understanding of the unique world in which its clients live, socialise and entertain. In this spirit, the marque delights in maintaining a gentle presence in the world’s luxury hotspots.

This week, Rolls-Royce Spectre is joining clients in celebrating the breathtaking floral art displayed in the streets and residence entryways in the heart of Chelsea, South-West London. In keeping with the flower-inspired theme and reflecting the brand’s enduring connection with nature, the Spectre is finished in Velvet Orchid – one of nature’s most captivating flowers, admired for its rich colour, velvety texture and luxurious appearance – and complemented by a delicate hand-painted Peony Pink Coachline.

Floral motifs have long inspired Rolls-Royce Bespoke commissions. Nature – and flowers in particular – provide a rich language of symbolism, sentiment and beauty. This Spectre follows some recent exceptional commissions inspired by the natural world, including the celebrated Phantom Cherry Blossom and Daisy Cullinan. These creations are not simply motor cars, but deeply personal artworks – each a reflection of the commissioning clients’ values, identity and lifestyle.

- ENDS –

TECHNICAL INFORMATION

Spectre: WLTP: Power consumption: 2.6-2.8 mi/kWh / 23.6-22.2 kWh/100km. Electric range 329 mi / 530 km. CO2 emissions 0 g/km.

Further technical 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 the marque on social media: [LinkedIn](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars); [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.

There are over 2,500 people working 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. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99%3A-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirms that since the company first launched at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year.

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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