ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE MOTOR CARS PRESENTS THE  
PHANTOM CENTENARY PRIVATE COLLECTION:  
 A DEFINING STATEMENT, 100 YEARS IN THE MAKING

Wednesday 22 October 2025, Goodwood, West Sussex **Embargo to 19:00 BST**

* Landmark Private Collection of 25 motor cars honours Phantom’s centenary
* The most complex and technologically ambitious Private Collection to date
* A century of stories: interior celebrates pivotal figures, notable clients, significant models, journeys, places and moments that defined Phantom’s first 100 years
* Rear seats in high-resolution printed fabric, developed with a fashion atelier, completed with 160,000 stitches
* Laser-etched front seats depict hand-sketched linework inspired by Phantom’s heritage
* Most intricate Rolls-Royce woodwork ever introduces three Rolls-Royce firsts: 3D marquetry, 3D ink layering, and 24-carat gold leafing
* Spirit of Ecstasy in solid gold, hallmarked and enamelled, based on 1925 casting
* Bespoke Gallery recalls pages of a book with abstracted text formed in aluminium

*“The Rolls-Royce Phantom Centenary Private Collection is our tribute to 100 years of the world’s most revered luxury item. This uncompromising work of art uses the meticulously engineered Phantom VIII as the canvas to tell the story of Phantom’s remarkable life and the people who shaped it – from the visionaries within Rolls-Royce to the owners who helped create its legend. For a century, the Phantom nameplate has expressed the pinnacle of Rolls-Royce’s abilities. To honour that legacy, this extraordinarily ambitious Private Collection introduces new techniques and is the result of over 40,000 hours of work, culminating in a motor car which reaffirms Phantom’s status as a symbol of ambition, artistic possibility, and historical gravitas.”*

**Chris Brownridge, Chief Executive, Rolls-Royce Motor Cars**

*“Having the privilege to pay a Bespoke tribute to the Phantom nameplate is a once-in-a-generation opportunity. Seizing on the significance of this moment, a record number of designers spent a year immersed in the motor car’s rich history, uncovering the stories that shaped its legend. Their research was distilled into 77 hand-sketched motifs, each capturing a defining moment in Phantom’s journey and expressed with levels of detail we have never attempted before. The result is a true collective work of art that celebrates the skill, ambition and imagination of everyone at the Home of Rolls-Royce, and the profound respect the marque’s creatives have for this extraordinary motor car.”*

**Martina Starke, Head of Bespoke Design, Rolls-Royce Motor Cars**

*“Phantom Centenary is the most intricate and technologically ambitious Private Collection ever undertaken by the designers, engineers, production specialists and craftspeople of our Bespoke Collective. Developed over three years, this project uses new techniques to blend metal, wood, paint, fabric, leather, and embroidery into a single, stunning composition. The surfaces read like a book revealing 100 years of Phantom’s history, rich with symbolic references for clients to admire and decipher over many years to come.”*

**Phil Fabre de la Grange, Head of Bespoke, Rolls-Royce Motor Cars**

For 100 years, Phantom has been recognised as the ultimate symbol of success and discernment, chosen by the world’s most influential figures. As this legendary nameplate celebrates its 100th anniversary, Rolls-Royce Motor Cars pays tribute with the Phantom Centenary Private Collection, limited to 25 examples.

The Rolls-Royce Bespoke Collective of designers, engineers and artisans poured their skill and imagination into what has become their *magnum opus*. They immersed themselves in Phantom’s world, studying the spirit and identity of each generation from the 1920s to today. They explored defining owners, pivotal figures within Rolls-Royce, the places where Phantom was conceived and built, and the events that defined its times. These influences, first captured as 77 hand-sketched motifs, are woven into the Phantom Centenary Private Collection through stunningly crafted archival references, creating a statement that honours Phantom’s past, defines its present, and projects the principles that will shape the nameplate’s next 100 years and beyond.

Each historic moment is brought to life through advanced artisanal techniques, many conceived specially for this rare and collectable tribute. Inside, couturier-designed textiles, sketch-like embroidery, laser-etched leather, and groundbreaking woodcraft — including 3D marquetry, gilding, and 3D ink layering — tell Phantom’s story in stunning, intricate detail. Outside, the grille is crowned with a unique Spirit of Ecstasy figurine, reinterpreted from the very first to grace a Phantom, and presented in solid gold to mark this milestone.

**Exterior: An Elegant, Bespoke Statement**

Evoking the timeless elegance of a black-and-white film star, the Phantom Centenary Private Collection’s exterior recalls the golden age of Hollywood, when Phantom graced premieres, carried screen icons, and became a symbol of the era’s glamour. The motor car is finished in a Bespoke two-tone paint, its long-sided application a nod to the flowing silhouette of 1930s Phantoms. The side body is presented in Super Champagne Crystal over Arctic White, with the upper body in Super Champagne Crystal over Black. The specially developed finish gives the exterior an extraordinary metallic shimmer, achieved by infusing the clear coat with iridescent particles of crushed glass. For this celebratory Private Collection, Rolls-Royce paint specialists replaced the clear flakes with champagne-coloured particles and doubled the quantity to create spellbinding depth.

This timeless treatment is crowned with a unique reimagining of the Spirit of Ecstasy. Using the first Spirit of Ecstasy ever fitted to a Phantom as their reference, designers created an homage to this landmark figurine, cast in solid 18-carat gold for strength, then plated in 24-carat gold for a flawless, tarnish-resistant finish. The piece was then presented to the Hallmarking & Assay Office in London, where it received a specially developed ‘Phantom Centenary’ hallmark.

The base of the figurine is finished with hand-poured white vitreous enamel delicately inscribed with the collection’s name. For the first time, the ‘RR’ Badge of Honour – positioned on the front, rear, and each side of the motor car – is presented in 24-carat gold and white enamel.

Resolving the exterior is a set of Phantom disc wheels, each engraved with 25 lines – honouring the 25 motor cars within the collection and, together, making 100 lines to celebrate the centenary year.

**Interior: Immersed in the Phantom legend**

A century of Phantom’s stories elegantly unfold across the many canvases of the Private Collection’s interior, through magnificent archival references – some immediately recognisable, others revealed over time.

In homage to Phantoms of the past, Phantom Centenary’s interior combines textiles and leather, recalling the marque’s foundational years when the chauffeur’s front seat was finished in hardwearing leather and the rear cabin in luxurious fabrics. This contrast is a subtle reminder that Phantom has always balanced both authority at the wheel and absolute serenity in the passenger suite.

**REAR SEATS: Tailoring EXCELLENCE**

The rear seats of Phantom Centenary are inspired by the famed 1926 ‘[**Phantom of Love**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0453213EN/phantom-at-100:-reflecting-and-shaping-the-world-through-bespoke)’, commissioned with handwoven Aubusson tapestries. The artwork on the seats unfolds across three distinct layers of storytelling. The first is the background, rendered in high-resolution print, showing places and artefacts from Phantom’s history – from the marque’s original Conduit Street premises in London to Henry Royce’s oil paintings of Southern France. The second layer, also printed in high resolution, portrays great Phantoms of the past in finely drawn detail. The third and uppermost layer is formed of embroideries, abstractly representing seven significant owners from every generation of Phantom.

This complex fabric was developed over 12 months in partnership with a fashion atelier, marking its first commission beyond the world of haute couture. To meet Rolls-Royce’s exacting longevity, tactility and aesthetic standards, the high-resolution printing process was perfected with specially adapted inks and techniques devised exclusively for the Phantom Centenary Private Collection.

The high-resolution printed fabric is completed with embroideries, designed to have a uniquely hand-drawn quality. Described by the Bespoke Collective as “sketching with thread”, this embroidery process captures the expression of a pencil line in textile form. To outline and define each image, artisans applied Golden Sands thread in sketch-like, irregular stitches, creating the illusion of lines floating lightly above the surface. Texture and depth were added with Seashell thread, applied in high-density stitches. Across the full composition, this intricate craftwork amounts to more than 160,000 stitches.

The finished artwork spans 45 individual panels, each precisely aligned and fitted around the curvatures of the seats at the Home of Rolls-Royce: a process inspired by Savile Row tailoring techniques. The result is the most intricate seat composition ever created by Rolls-Royce.

*“Conceived as a contemporary interpretation of a handwoven tapestry, the rear seats tell Phantom’s story through carefully curated details, captured in textiles and embroidery. Every embroidered element was digitally re-drawn by artisans who selected specific stitch application for every stroke. For example, in the horse motif, we used spaced stitches to recreate the hair texture, then dense stitching to define the muscle. These fine details required extraordinary precision to get right: one motif went through 24 iterations before we were satisfied. This reflects the deep personal pride we felt in creating a fitting tribute to the Phantom nameplate, and the responsibility we all share in carrying its legacy forward.”*

**Celina Mettang, Bespoke Colour and Material Designer, Rolls-Royce Motor Cars**

**FRONT SEATS: A design statement in the driver’s quarters**

The leather on the front seats features laser-etched artwork based on hand drawings by a Bespoke designer, evoking the draftsman’s craft. Among the motifs are symbolic details that elegantly carry the extraordinary weight of Phantom’s 100-year legacy, from a rabbit design – a nod to “Roger Rabbit,” the codename for the relaunch of Rolls-Royce in 2003 – to a seagull, the codename for the 1923 Phantom I prototype.

**Anthology Gallery: A Story OF DISTINCTION TOLD OVER 100 Years**

The centrepiece of the Phantom Centenary Private Collection is the Anthology Gallery. This dramatic composition features 50 3D-printed, vertically brushed aluminium ‘fins’ interlaced like pages of a book. Each fin is composed of sculpted letters that can be read from both sides, forming quotes drawn from a century of press acclaim.

The sculpture is subtly lit by shifting illuminations that recall the shimmer of falling fireworks. The brushed edges of each fin create a play of reflections, changing with the viewer’s moving perspective.

**Woodwork: A Sculptural Statement**

The Private Collection features the most intricate woodwork ever created for a Rolls-Royce. Developed over a year and rendered in stained Blackwood, the door panels depict Phantom’s [**most significant and formative journeys**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0452919EN/phantom-at-100:-rolls-royce-reflects-on-places-and-moments-that-shaped-phantom%E2%80%99s-first-century). Within each composition, geographical maps, winding routes, sweeping landscapes, floral elements, and depictions of experimental motor cars intersect to form an artwork alive with Phantom’s heritage.

The rear doors portray the coastline of Le Rayol-Canadel-sur-Mer, where Sir Henry Royce spent his winters. The right-hand side front door shows the landscape of West Wittering, home to his summer residence, just eight miles from today’s Home of Rolls-Royce. The left-hand side front door recalls the epic 4,500-mile journey of the first-ever Goodwood-era Phantom, which crossed the Australian continent from Perth.

Each composition combines 3D multi-directional marquetry, laser etching, 3D ink layering and gold-leafing to create dimension and texture. Etched motifs, which include maps, landscapes, flowers and trees, are applied onto the wood at three different depths using a laser. The roads representing these journeys gleam in 24-carat gold, crafted from squares of gold leaf just 0.1 micrometres thick. Each road is painstakingly crafted, cut and placed.

The rear doors also incorporate depictions of flora native to Southern France — pine, cypress, ferns and palm – while a section of the rear passenger door recreates one of Sir Henry Royce’s original oil paintings of the region, translated from canvas to wood. The exact locations of Royce’s homes – Villa Mimosa in the South of France and Elmstead in West Wittering – are marked with a single gold-leaf dot just 2.76 mm in diameter.

*“We drew on an extraordinary range of sources – original texts, diaries, photographs and paintings – to create a composition that weaves together many threads of Phantom’s story. New technology developed for this project, including 3D ink layering, allowed us to add details at a scale never before possible – some just 0.13 mm in height – from a boat sailing across the sea to location names on a map. It’s a privilege to have the time and technology to realise moments in Phantom’s history with the detail and precision the nameplate deserves.”*

**Katrin Lehmann, Bespoke Colour and Material Designer, Rolls-Royce Motor Cars**

The wooden surfaces on the doors transform into masterfully embroidered leather panels. The 24-carat gold ‘roads’ continue as golden thread embroidery; details of the maps and landscapes are stitched in black, echoing the etched details on the veneered section of the doors.

The woodwork is completed with depictions of the original 1925 Phantom I and the current Phantom VIII, individually etched on the rear picnic tables. The models are mirrored in embroidery on the leather-finished backs of the picnic tables – another gesture uniting past and present.

The Piano Black veneer is infused with gold dust, echoing the central rotary dial, also plated with 24-carat gold.

**A GOLDEN legacy**

The magnificent engineering masterpiece that is the 6.75-litre V12 engine is celebrated with a specially designed cover, finished in Arctic White. The cover has been detailed with 24-carat gold, honouring the effortless power that has helped define Phantom’s modern legend and success.

**Phantom’s story in Starlight**

A subtly animated and embroidered Starlight Headliner captures moments from Phantom’s history in 440,000 stitches. Its design includes references to the mulberry tree under which Henry Royce was photographed in his garden at West Wittering, seated with two close colleagues: Charles L. Jenner, the marque’s Chief Engine Draftsman, and [**Ernest Hives**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0441216EN/rolls-royce-makers-of-the-marque%E2%80%99:-ernest-hives), the head of Rolls-Royce’s experimental department. Drawing on this moment, the Bespoke Collective sought to create an atmosphere of inspiration so that clients seated beneath the Starlight Headliner might experience, as Royce once did, their own flashes of imagination and possibility.

The scene unfolds to include the distinctive square-crowned trees in the courtyard of the marque’s Goodwood headquarters. The honeybees – a reference to the 250,000 residents of the [**Rolls-Royce Apiary**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0442138EN/rolls-royce-prepares-to-celebrate-world-bee-day) – are in full flight, perhaps towards the [**Phantom Rose**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0308395EN/rolls-royce-explores-a-very-unique-muse:-a-rolls-royce-rose), grown exclusively on the grounds of the Home of Rolls-Royce. Interwoven within the constellations are quiet tributes to great Phantoms of the past – among them a bird motif representing Sir Malcolm Campbell’s Phantom II, known as the ‘Bluebird’. Hidden amongst the mulberry leaves is a reference to the locking mechanism on the vault door at ‘[**The Bank**’](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0452919EN/phantom-at-100:-rolls-royce-reflects-on-places-and-moments-that-shaped-phantom%E2%80%99s-first-century) – the secret 1990s design studio where the first Phantom of the Goodwood era was drafted.

**An unforgettable HERITAGE, in motion**

For the designers, engineers and artisans who created the Phantom Centenary Private Collection, this motor car was a once-in-a-generation responsibility. What has been achieved reflects the same spirit that gave rise to Phantom itself: the marque’s relentless pursuit of excellence and ambition to craft the best motor car in the world.

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## TECHNICAL INFORMATION

Phantom: NEDC combined: CO2 emissions: 345 g/km; Fuel consumption: 18.7 mpg / 15.1 l/100km. WLTP combined: CO2 emissions: 353-365 g/km; Fuel consumption: 17.4-18.1 mpg / 15.6-16.2 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 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:-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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