

# AN ELEGANT WRAITH LUGGAGE COLLECTION DEMONSTRATES THE ART OF TRUE LUXURY CONVEYANCE



As the world leader in the art of true luxury conveyance, Rolls-Royce Motor Cars has extended its expertise to design a suite of elegant luggage to complement Wraith, the most powerful Rolls-Royce ever created.

The collection, conceived by Rolls-Royce Bespoke Designer Michael Bryden and designed in the Rolls-Royce Bespoke Design Studio lead by Director of Design Giles Taylor, comprises two Grand Tourer valises, three Long Weekender bags and one Garment Carrier, meticulously designed to be housed in the luggage compartment of a Rolls-Royce Wraith. Like every Rolls-Royce motor car, they can be commissioned to the customer's exacting specifications.

Counsel was sought from experts accustomed to handling discerning individuals' luggage. The design team conversed with Head Butlers from some of the world's most illustrious hotels, who offered insight into the interaction between guests and their belongings. Luggage is not only seen as an expression of style, but also as a wardrobe from home, increasingly important as entrepreneurs and captains of industry adopt a more transient lifestyle.

Particular attention to detail has therefore been paid to the area that most often comes into contact with the owner, ensuring the experience is an entirely effortless one. The handles have been designed to ensure an even weight distribution, meaning no undue pressure is placed on the hand. An invisible stitch, a skill honed in the world of Haute Couture and used on the steering wheel of Wraith, has been applied to ensure a perfectly smooth and tactile finish.

## TIMELESS DESIGN REALISED WITH STATE-OF-THE-ART TECHNOLOGY

Reflecting all Rolls-Royce motor cars, refined visual aesthetics shroud state-of-the-art engineering. Rapid prototyping was used in the development of the Long Weekender to test the ergonomics of the handle repeatedly, ensuring the piece is effortless to carry. Subtle references to the marque can be found in the form of the discrete fastenings, which magnetically dock, providing optimum designed resistance formed from a solid billet of machine polished aerospace-grade aluminium, inspired by the silhouette of Wraith.

Michael Bryden, Rolls-Royce Bespoke Designer, commented, "The Wraith Luggage Collection consists of six pieces, each carefully considered to reflect the unparalleled design aesthetics of Rolls-Royce motor cars. The latest technologies and materials are blended with traditional crafts and techniques, leading to an elegantly executed and thoroughly contemporary luggage collection, designed exclusively for Wraith, the ultimate gentleman's gran turismo."

The distinct style of Rolls-Royce Motor Cars accompanies the discerning traveller on any epic voyage. The Spirit of Ecstasy, the flying lady figurine that has graced the bonnet of each Rolls-Royce motor car since 1911, is elegantly embossed onto the exterior of each bag.

Self-righting wheel centres featuring the Rolls-Royce double-R emblem adorn the Grand Tourer,

offering a fitting reflection of Wraith itself. The strategically placed wheels, specially designed on a wide track to provide a high level of stability, provide an effortless transfer from ground to luggage compartment, ensuring the bag glides into position seamlessly in the rear of the motor car.

Carbon fibre has been selected for its light weight and durable properties rather than for the commonly used contemporary aesthetics of the material. It has been formed into the frame of the case, complemented by a wide-set handle and a high-sided design, optimising the stowage capability of the luggage.

Torsten Müller-Ötvös, Chief Executive Officer Rolls-Royce Motor Cars, added, “Michael Bryden’s creation of this Bespoke Luggage collection demonstrates our designers’ commitment to Sir Henry Royce’s manifesto, “Take the best that exists, and make it better. When it does not exist, design it”. Not satisfied with creating a contemporary luggage collection with all the hallmarks of true luxury, the design team have gone one step further, in creating a Bespoke collection that not only speaks of contemporary elegance, but also serves to be a pleasure to use.”

The Garment Carrier, a sleek and slim-lined addition that sits seamlessly atop the Long Weekenders and Grand Tourers, has been designed to encompass a gentleman’s shirt and tuxedo or a ladies gown. A loop for a silk tie or scarf is thoughtfully incorporated to provide the utmost convenience.

The Wraith Luggage Collection, which takes luggage to a new realm of luxury, was constructed by master craftspeople adorning white gloves so as to preserve and protect the leather of unequalled quality. Designed in a choice of mono or a striking two-tone leather finish, the collection embodies the design principles of Wraith, as well as enabling customers to personalise their luggage to harmonise with the interior of their motor car. The Rolls-Royce leather is hand-stitched using the same colour thread as featured in the owner’s motor car and lined with a monogrammed lining discreetly featuring the Rolls-Royce emblem.

The Wraith Luggage Collection is available from Rolls-Royce Dealerships. The pieces can be bought individually.

- Ends -

#### Notes to Editors

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. You can also find the communications team at Rolls-Royce Motor Cars on Twitter and Instagram (RollsRoyceMedia).

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