

Rolls-Royce Unveils Exclusive Private Office for Ultra-Wealthy Clients

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Rolls-Royce has opened its first U.S. Private Office, a bespoke design studio catering to ultra-wealthy clients seeking highly personalized cars. This new venture aligns with Rolls-Royce's strategy of focusing on selling more customized, higher-priced vehicles rather than increasing production.

The Private Office, located in Manhattan's Meatpacking District, offers clients the opportunity to work with designers to create entirely personalized cars, from paint colors and fabrics to lighting schemes and materials. This level of customization, known as the "Bespoke" program, can significantly increase the price of a Rolls-Royce, with some cars reaching over \$1 million.

The Private Office is reserved for the most exclusive Bespoke projects and offers a luxurious environment that resembles a billionaire's pied-à-terre rather than a car showroom. Clients can explore a range of customization options, including paint colors, threads, leathers, metals, and even the iconic "Spirit of Ecstasy" hood ornaments.

The New York Private Office is the company's third worldwide, following Dubai and Shanghai. Rolls-Royce plans to open a fourth Private Office in Seoul, Korea.

The idea behind the Private Offices is to bring the expertise and design capabilities of the Goodwood, U.K., factory closer to clients around the world. This is especially important as client requests become increasingly unique and complex.

Rolls-Royce has a history of fulfilling extraordinary client requests. One client desired a car inspired by

flowers, resulting in a Phantom with a headliner covered in over 1 million embroidered roses. Another client, a passionate fan of Hawaiian Koa wood, wanted a Rolls-Royce featuring this rare material. Despite the challenges of obtaining Koa wood, which is protected in Hawaii, Rolls-Royce spent three years sourcing the right tree and incorporated the wood into the dashboard, center console, and doors of the car. The company even created a matching picnic hamper and table.

“A lot of these clients would never, ever sell their cars,” Brownridge said. “It’s so personal and it means so much to them.”

To meet the surging demand for custom cars, Rolls-Royce is expanding its Bespoke workshops in Goodwood. The company’s focus is on producing higher-value, more customized cars rather than increasing production numbers.

“Our mission is really to create value for our shareholder, to create value for our retail partners, but most importantly, to create value for our clients. Because when you produce a masterpiece for them, it means so much more than just a motorcar. I often say that the fact that they have four wheels is almost a nice-to-have, because they really are a work of art.”

Rolls-Royce understands the emotional connection clients have with their cars and strives to create truly exceptional experiences. The Private Office is a testament to the company’s commitment to providing unparalleled customization and personalization for its discerning clientele.