



ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE GHOST SAVILE ROW: A CELEBRATION OF BESPOKE TAILORING AND PERSONAL STYLE

Wednesday 8 July 2026, Goodwood, West Sussex

- Rolls-Royce Ghost Savile Row celebrates bespoke tailoring, personal style and the marque's connection with British craftsmanship
- Features and treatments inspired by Savile Row, London's home of tailoring, and the traditions of fine suiting
- Midnight Sapphire over English White exterior evokes navy suiting paired with a white dress shirt
- Interior features Navy Blue leather with a Selby Grey run-stitch, inspired by pinstriped suits
- Contains the most demanding single-frame embroidery in the marque's history, recalling the flourish of a colourful jacket lining, with 250,000 stitches and 1,830 metres of thread
- Set to be presented at the 2026 Goodwood Festival of Speed

"Rolls-Royce Motor Cars and Savile Row are united by a shared understanding of luxury. Both are founded on the principle that the finest commissions begin with the individual, whose ideas are brought to life through extraordinary craftsmanship, attention to detail and a commitment to Bespoke. Rolls-Royce Ghost Savile Row celebrates the quiet kinship between two British institutions that have spent generations creating deeply personal expressions of

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their clients' tastes, character and ambitions."

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

Rolls-Royce Motor Cars presents Ghost Savile Row: a one-of-one Ghost Extended commission inspired by the art and craft of tailoring, informed by connoisseurs of the Savile Row tradition. Conceived as a motor car dressed in elegant Savile Row suiting, the two-tone Midnight Sapphire over English White exterior is influenced by the quintessential combination of a navy suit paired with a crisp white dress shirt. A unique Silver Featureline evokes the subtle jewellery elements worn by the well-tailored, such as cufflinks and a dress watch. The theme extends inside with Navy Blue and Arctic White leathers – subtly uplifted with embroideries and pinstriping – Open Pore White Wood, and a hidden-until-revealed embroidery behind the rear armrest that recalls the quiet flourish of a colourful jacket lining.

ROLLS-ROYCE AND SAVILE ROW: A QUIET KINSHIP

Rolls-Royce and Savile Row have long shared a commitment to Bespoke. The term itself is closely associated with Savile Row, where cloth was traditionally described as being 'bespoken', or spoken for, by an individual client. For Rolls-Royce, alongside its design and engineering disciplines, Bespoke is at the heart of the marque today – an art and craft in which Rolls-Royce Motor Cars leads the world.

The two institutions have been close from the marque's earliest days: Rolls-Royce opened its first showroom in 1905 on Conduit Street, in the heart of Mayfair, London, just moments from 'the Row'. The marque's co-founder, Charles Rolls, who would accompany test drives in the capital, was also famous for his personal style. While he was affectionately nicknamed 'Dirty Rolls' for the engine oil that marked his clothes during his time at Cambridge University, he was also known to be immaculately dressed for formal occasions, down to the silver pocket watch in his waistcoat. With the showroom so close by, he would have been familiar with Savile Row and its traditions, as many of the marque's clients still are today. Ghost Savile Row honours this connection with elegant details, developed in consultation with connoisseurs of

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the Savile Row tradition and realised by the Rolls-Royce Bespoke Collective of designers, engineers and craftspeople.

EXTERIOR COLOUR: TWO TONES, PERFECTLY SUITED

Ghost Savile Row's exterior colourway is inspired by the combination of a navy suit and white dress shirt – a restrained pairing that became the foundation of British tailoring. This colour arrangement was popularised in the early 1800s by Beau Brummell; a close friend of the Prince Regent, a leading figure in London society, and now regarded as the father of modern menswear. His taste for more elegant cuts and understated colours influenced those who followed him and drew the capital's finest tailors to Savile Row, establishing the street's legend. Accordingly, the motor car is finished in a Bespoke Midnight Sapphire over English White two-tone.

In place of a traditional hand-painted coachline, the Bespoke Collective has introduced a hand-painted Silver Featureline. Rather than bisect the two-tone, this slender, bright accent line sits within the English White upper colour, referencing the contrast of subtle jewellery, such as cufflinks and a fine timepiece, against a white shirt. The exterior is completed with 22-inch nine-spoke part-polished wheels finished with body-coloured centres.

INTERIOR DETAILS: A HIDDEN FLOURISH

The same tailoring references continue throughout the interior, where the commission's boldest flourish awaits discovery. Lowering the rear centre armrest reveals a Bespoke embroidery, hidden like the colourful lining of a tailored jacket. The design is a plan view of the square trees in the courtyard at the Home of Rolls-Royce at Goodwood, and the shadows they cast. True to this commission's celebration of Bespoke, the stitch style was developed specifically for Ghost Savile Row. Inspired by the interlocking threads of a woven fabric, it gives the embroidery the look and feel of woven cloth laid into leather. The artwork is the most demanding single-frame embroidery ever created by Rolls-Royce. The piece comprises seven colours, took nine hours to create and includes 250,000 stitches and nearly two kilometres –

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1,830 metres – of thread. Brought to life in bold, graphic colour and the confident motifs of London's great fashion houses, it brings a moment of private exuberance to the interior suite.

INTERIOR: A TRIBUTE TO TAILORING

Beyond the hidden embroidery, the language of tailoring is woven throughout the interior. The seats are finished in Navy Blue and Arctic White leather. The carpets, lambswool floor mats and seatbelts are rendered in Navy Blue, with seat and door piping, contrast stitching and embroidered RR monograms in Selby Grey. The seats feature a Bespoke vertical run-stitch in Selby Grey, inspired by the pinstripe of a tailored suit – the first time Rolls-Royce has applied a pinstripe stitch to its seats. As with the meticulous pattern-matching of a tailored garment, the stitch is aligned to the geometry of each seat and framed by Selby Grey piping. The centre seam of each seat back meets the vertical embroidery of the Arctic White insert above. Set against the Navy Blue leather, the insert evokes a pressed white pocket square tucked into the breast pocket of a jacket. Each of the four inserts incorporates more than 16,600 stitches, embroidered tone-on-tone in two directions, like the warp and weft of woven cloth.

The fascia, steering-wheel spoke and door uppers are dressed in tactile Open Pore White Wood veneer, complemented by Black Wood to the centre console lids.

Fine tailoring is judged by details many will never notice; the same principle applies at the Home of Rolls-Royce. Here, that discipline is expressed with a leather-wrapped indicator stalk finished with Arctic White stitching, an Arctic White leather-wrapped volume control, and Navy Blue leather-wrapped climate controls.

TAILORED TO THE LAST DETAIL

Bespoke Illuminated Treadplates that feature the same design as the hidden embroidery are fitted to all four door sills. Above them, stored within the motor car, are Bespoke umbrellas with canopies in Navy Blue, beading in Selby Grey and handles in Arctic White, which complete Ghost Savile Row – a motor car tailored, quite literally, to measure.

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- ENDS -

TECHNICAL INFORMATION

Ghost Extended Series II: WLTP (combined) CO2 emission: 357-346 g/km; Fuel consumption: 18-18.5 mpg / 15.7-15.3 l/100km. Further information: <https://bit.ly/3XtQW7q>

MEDIA INFORMATION

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ABOUT ROLLS-ROYCE MOTOR CARS

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](#) 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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