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Rolls-Royce Picnic Set: Dine Out in Style



This four-person picnic set, finished in polished aluminum, veneer and leather, is just one of around 100 highly personalised, bespoke features developed by the in-house 'Bespoke' team at Rolls-Royce over the last 18 months.

"Bespoke is the jewel in our crown, the perfect complement to our luxury product line-up," says **Torsten Müller-Ötvös, CEO of Rolls-Royce Motor Cars**. "Customers expect a **Rolls-Royce Phantom** to be tailored to their individual desires and our team of talented designers and craftspeople are more than happy to deliver."

Bespoke covers the development of anything from personalised tread plates, contrast stitching and seat piping to personalised veneers and unique exterior paints. Plus there's luggage, glassware and now this opulent picnic set, all designed in-house at **Goodwood**.



Last year, 75% of all **Phantom** models included some element of **Bespoke**, compared with 50% of the cars delivered five years ago. The **Bespoke** picnic set was first shown at **April's Villa d'Este**, and it will be seen again at **Salon Privé** at the **Hurlingham Club** from **21-23 July 2010**.

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Photos: Rolls-Royce*

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