**Rolls-Royce Motor Cars**

## Media Information

**Rolls-royce motor cars UNVEILS first ever ‘rolls-royce boutique’ experiential showroom in dubai**

26October 2016, Dubai, UAE

Rolls-Royce Motor Cars today unveiled its first ever ‘Rolls-Royce Boutique’, a highly progressive new concept in luxury, in Dubai, UAE. Torsten Müller-Ötvös, Chief Executive Officer,

Rolls-Royce Motor Cars, presided at the official inauguration ceremony, alongside officials from AGMC, the sole and authorised representative for Rolls‑Royce Motor Cars in Dubai, Sharjah and the Northern Emirates of the UAE.

The new space speaks of Rolls-Royce’s commitment to effortlessly integrating itself into the lifestyles of its patrons. The location, at the centre of Dubai’s City Walk, a globally recognised luxury and hospitality hot-spot, therefore boldly counters traditional automotive thinking in placing the house within a centre of fine fashion, art and cuisine that Rolls-Royce customers frequent.

The permanent Boutique has been created in the same spirit as the marque’s highly successful Summer Studio in Porto Cervo, Sardinia which has rapidly established itself as a celebrated centre of ‘true luxury’ in one of the world’s most exclusive enclaves. The Boutique therefore blends spaces that bring to life the spirit of the marque’s Centre of Excellence in Goodwood, England with a vibrant, social atmosphere. The Boutique is set to become a place to see and be seen for the region’s most discerning and eminent patrons of luxury.

This is achieved through a curated series of experiential areas including: an Inspiration Studio, Bespoke Atelier, Interactive Spirit of Ecstasy, Pinnacle Café, Affinity Partner Display, Virtual Reality Configurators and staging for Bespoke one-of-one motor cars or newly-launched collections.

The product of a multi-million dollar investment from AGMC, the generously appointed facility spans 7,300 sq.ft. and features top-to-bottom vectorized pixel-animation screens on the external windows, visible to passers-by from the road and sidewalk. Befitting a house that always seeks to deliver effortlessness to its patrons, it is the only Boutique in City Walk that will have year-round valet parking for its guests.

The Rolls-Royce Boutique is AGMC’s second Rolls-Royce showroom facility in Dubai, complementing their existing 10,000 sq. ft. flagship showroom on Sheikh Zayed Road which features the world’s most advanced Rolls-Royce Aftersales Centre.

Speaking at the opening ceremony, **Torsten Müller-Ötvös**, said, “Dubai is an important part of our brand’s success story, and it has been among the top five markets in the world for Rolls-Royce for three consecutive years, placing it alongside or above other markets with much bigger populations. Our success in Dubai and the rest of the world is borne of an intimate understanding of the lifestyle requirements of the world’s most discerning patrons of luxury. True luxury houses like Rolls-Royce must therefore constantly strive to innovate and inspire.”

He added. **“AGMC’s investment is testament to their commitment to delivering truly progressive experiences to Dubai’s most eminent men and women. This extraordinary space will become a social hot-spot that perfectly encapsulates the spirit of Rolls-Royce’s Centre of Excellence in Goodwood, England.”**

Stathis I. Stathis, Managing Director of AGMC, said, “It’s no secret that Dubai is a city of accomplishments and record-breaking initiatives. From the marvel that is the Burj Khalifa through to winning the bid for Expo 2020, Dubai has proven time and time again it is a place where the impossible becomes possible. Where vision, coupled with hard work and resolve, can lead to achievements that are rightly celebrated and respected around the globe. We are proud to now add the first ever Rolls-Royce Boutique to those achievements.”

The Rolls-Royce Boutique features four distinct areas:

**The Inspiration Studio** will be the staging point for one-of-a-kind examples of Rolls-Royce Bespoke motor cars. This will serve to inspire patrons by showcasing what is possible when working with the marque’s full Bespoke palette. The space also features an Interactive Spirit of Ecstasy Wall, which uses motion-capture technology to allow visitors to briefly transform themselves into the iconic statuette that embellishes every Rolls-Royce motor car, and an interactive configurator to help customers conceive initial ideas for their own Bespoke vision.

**The Bespoke Atelier** takes cues from the worlds of fine art, design and high fashion, and is filled with thought-provoking textures, themes and colours, giving customers the opportunity to explore the possibilities that cutting-edge, Bespoke design allows. The displays of paints, marquetry, exotic woods, leathers, piping, tread plates and accessories such as picnic hampers and Gold-plated ‘Spirit of Ecstasy’s have been selected to stimulate discussion and nurture creativity, helping to inspire customers when commissioning their own unique Rolls-Royce motor car. The centerpiece is a stunning piece of original art from Syrian artist Khaled Al Saaei, depicting the Spirit of Ecstasy in Arabic Calligraphy.

**The Pinnacle Café** is a space for Rolls-Royce customers to relax, meet with friends, or even host business meetings in an exclusive and luxurious atmosphere. Rolls-Royce will invite other luxury brands to display their rarest and most unique items in the **Affinity Area**, with the displays regularly changing, thus providing further inspiration to visitors and also creating a luxury shopping boutique feel for customers.

The Rolls-Royce Boutique is open from 10:00 am to 10:00 pm seven days a week.

- Ends -

**Notes to editors:**

**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](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and Instagram ([RollsRoyceMedia](https://www.instagram.com/rollsroycemedia/)).

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