

Profiling a Luxury Icon: How the Rolls-Royce Ghost reflects the new approach to luxury

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The Rolls-Royce Ghost's design reflects a marked shift in clients' attitudes to luxury that has occurred since its first incarnation. Image: Rolls-Royce Motor Cars

By LUXURY ROUNDTABLE INTELLIGENCE

Profiling a Luxury Icon: Rolls-Royce Ghost

Rolls-Royce Motor Cars launched the first Ghost in 2009 at the Frankfurt Motor Show. More compact than the marque's flagship product, Phantom, it was created for a new group of clients who desired a more modest, minimalist expression of a Rolls-Royce car in design, engineering and craftsmanship.

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