

GRAF VON FABER-CASTELL

FOR



BENTLEY

**START YOUR ENGINE:
BENTLEY AND GRAF VON FABER-CASTELL LAUNCH
AN EXCLUSIVE SPECIAL COLLECTION**

Stein (September 2018) – Green light for a one-of-a-kind partnership: On 1 September, Bentley Motors and Graf von Faber-Castell are launching the “Graf von Faber-Castell for Bentley” collection – luxurious writing instruments and accessories that perfectly combine timeless design, passion for precision and superb craftsmanship.

The collection boasts three ranges of writing instruments and matching accessories. All products were jointly designed, developed and launched by Graf von Faber-Castell in close partnership with the Bentley team. This project is an exciting new experience for the German luxury brand, as it is the first time that Graf von Faber-Castell is working together with UK partners.

The two companies’ headquarters in Stein, near Nuremberg, and Crewe in Cheshire, North West England, are over 1,000 kilometres apart as the crow flies, or over 1,200 kilometres of road – but the distance seemed to disappear after the first meeting. “Bentley and Graf von Faber-Castell share many things in common”, says Count Charles von Faber-Castell, Head of Premium: “Many years of tradition shaped by individuals, unique design, uncompromising quality and understated elegance.”

And just as Graf von Faber-Castell is the epitome of exquisite writing culture, the Bentley brand is the embodiment of luxury cars: Since the British carmaker was founded almost a hundred years ago, its name has been associated with traditional elegance, a pioneering design and unparalleled attention to detail. As early as the 1920s, the legendary “Bentley Boys” caused a furore in their fantastically designed sports cars during the Le Mans races; the Windsor family’s royal stagecoaches are today just as eye-catching as the gleaming chrome-coloured Continental coupés of Hollywood stars.

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From impressive supercars to intricate writing instruments – two worlds united in one design vocabulary. “Infusing other products with Bentley’s DNA is no easy task”, explains Chris Cooke, Head of Product Design at Bentley Motors. “But we managed it with our ‘Graf von Faber-Castell for Bentley’ collection.” The fountain pens, rollerball pens and ballpoint pens share many of the exquisite design aspects found in the world of motors: For example, the pen cap was finished with the typical knurling found in cars and the distinctive Bentley “B”, and the characteristic diamond pattern can be found as a fine guilloche on the barrel. The front and corner pieces are polished to a gleam, and are reminiscent of the striking, chromed elements of a luxury car.

The colours of the writing instruments also meet the exclusive Bentley colours: instead of classic racing colours like “Racing Green”, more modern, subtle shades were chosen – such as dazzling “Sequin Blue”, anthracite “Tungsten” and shimmering “White Satin”.

At the same time, the typical design elements of the Graf von Faber-Castell Collection are also recognisable: the solid sprung clip, platinum-plated surfaces and straightforward, understated design – a wonderful combination of elegance and pace, perfectly topped off by a case made of fine Italian calfskin, hand-sewn like the interior of a luxury car.

From 1 September 2018, the new “Graf von Faber-Castell for Bentley” collection will be available worldwide at retail prices from EUR 220 to EUR 390 in Graf von Faber-Castell stores, department stores and specialist shops, online and in selected Bentley car dealerships. Over the coming year, the collection will be expanded to include additional ranges of writing instruments and a limited special edition.

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START YOUR ENGINE:

“Graf of Faber-Castell for Bentley” collection



Fountain pen with stainless-steel nib in M, F, EF, B

Rollerball pen

Ballpoint pen

Leather case, black

Barrel: Metal, with multiple coats of paint, guilloché

Metal parts: Chrome, highly polished

Delivery: September 2018

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Bentley Motors is the world's most popular luxury car brand. The company's Design, Research & Development departments as well as the production centre for the four main model lines the Continental, Flying Spur, Bentayga and Mulsanne are located at its headquarters in Crewe (UK). The combination of skills built up over generations, a high level of engineering expertise and the latest technology make this British luxury car brand unique. Bentley is renowned for the exceptional quality of its products and sets the standard for "Handmade in England". Bentley employs some 4,000 members of staff in Crewe.

GRAF VON FABER-CASTELL

Founded in 1761, Faber-Castell is one of the most renowned manufacturers of high-quality writing and drawing instruments worldwide. Since 1993, the Graf von Faber-Castell luxury brand has been applying traditional craftsmanship and sophisticated design to ever new design and cooperation ideas, making it a perfect match with the equally style-conscious and innovative spirit of Bentley.