

Speed

DIAMOND OPULENCE

A very special Rolls-Royce is getting the star treatment from Sun King Diamonds

shelf". In the 1950s, "pinstriping" (also known as "line art") experienced a surge in popularity. The art of painting custom lines to add character and enhance the form of the car actually dates back to the time of horse-drawn carriages, and over time the process has become more elaborate to reflect individual styles and personalities.

Customisation may be more widespread now than ever before, but evolving technologies and the ambition to push creative boundaries means that the possibilities are endless. Today, the world's most prestigious marques such as Rolls-Royce, Aston Martin and Porsche have in-house divisions dedicated solely to personalisation. All have the same goal in common: to create something truly unique.

In 2016, the Jean Boule Group established its innovative Sun King® Diamonds subsidiary which specialises in the creation of custom masterpieces from natural diamonds. Through a patented process, ethically sourced diamonds are carefully crushed into millions of microscopic crystals, which are then incorporated into a unique coating called Sun King® Diamond Coating.

Sun King® is produced in partnership with the world's leading paint and coatings manufacturer, AkzoNobel, to guarantee quality. This diamond coating creates a dazzling, light-reflective sheen for luxury cars, yachts and jets.

The first vehicle to be glossed with Sun King® Diamond Coating was a Rolls-Royce "Ghost Elegance", which starred at the 2017 Geneva Motor Show. A year later, Sun King® diamond coated an entire Bombardier Global Express private jet with its lustrous paint. In the yachting world, Sun King® unveiled the world's first diamond-coated multihull yacht, the 40 Open Sunreef Power Diamond Limited Edition in

2018, and has also partnered with Oceanco and Bohemian artist Crystal Caviar on unique Art and truly bespoke projects.

Unveiled this winter in Texas was an Aspen White™ Rolls-Royce coated in Sun King® Diamond Coating. The car belongs to Dallas-based property tycoon and philanthropist Bill Hutchinson who recently constructed the new Virgin Hotel in the Dallas Design District. The Art of diamond coating is a highly bespoke process that requires great skill and expertise and the dazzling combination of Aspen White™ paint with Sun King® Diamond Coating is truly a sight to behold. The overall effect is one of pure, understated luxury but which elevates and inspires in bright sunlight when the diamonds become a translucent sea of brilliance.

A beautiful work of art and opulence that will never be surpassed sunkingdiamonds.com



Opposite: Rolls-Royce is the perfect partner for Sun King® Diamonds. Above: the car belongs to developer and philanthropist Bill Hutchinson. Left: the Sun King® Diamond Coating gives the Rolls-Royce a dazzling bespoke finish

The customisation of cars is as old as the automobile industry itself. Before British sculptor Charles Sykes created the now iconic Spirit of Ecstasy hood ornament for Rolls-Royce, early car owners at the turn of the century would commission their own mascots based on family crests and symbols. Custom coachwork companies date back to 1930s California, when discerning customers, including many a Hollywood superstar, required something more exclusive than what was available "off the