

JAGUAR CLASSIC WORKS BESPOKE

EXPLAINING AND PROMOTING JAGUAR'S
MOST EXCLUSIVE COMMISSION OFFER

THE BRIEF

Client:	JLR Classic
Role:	Content Strategist and Copywriter
Scope:	Website audit, content repurposing, writing to brand guidelines
Platform:	Global DX

Create a set of pages that clearly explain and elevate the Jaguar Works Bespoke offer. Client was concerned the value of the offer was lost on readers so the focus was on showcasing the craft, provenance, and process behind one-of-a-kind commissions, while positioning Jaguar Classic as the original creator.

This required me to translate a highly specialist, bespoke process into clear, compelling editorial content. My aim was to balance romance and restraint; avoiding marketing hyperbole in favour of brand credibility and confidence while writing with a Jaguar tone of voice.

Jaguar E-type Commemorative was used as a proof point to showcase the capability of the Works Bespoke team.

JAGUAR WORKS BESPOKE

Own one of a kind.

DEFINING THE PROPOSITION

Five words to distill a complex, high-value bespoke offer into a single confident statement.

Shows discipline by knowing when not to explain everything upfront and avoids clichés.

CENTERING THE CUSTOMER

Positioning the process as a personal, guided experience and shifting the narrative from product-led to experience-led. Reinforces exclusivity through access, beyond price. Process language builds trust and authority.

A JAGUAR LIKE NO OTHER

Your dream Jaguar, curated and restored to your exacting specification. As a Works Bespoke customer, you will be at the heart of the curation process, collaborating with our in-house design team. Each vehicle is meticulously reengineered and assembled in our state-of-the-art facility to your exact specification.

2,000 HOURS OF CRAFT

As the original creators, we are passionate custodians of E-type's heritage.

MEANT TO BE DRIVEN

Blending authenticity with modern usability, E-type Commemorative is fitted with a suite of additional enhancements. These include a Jaguar Classic five-speed gear box, which improves the overall drive, and for the first time an electronic fuel injection system (EFI), further increasing usability in modern conditions. Cockpit updates include a subtle inclusion of a heated windscreen and the Jaguar Classic Infotainment system, with Bluetooth connectivity and navigation.

CLAIMING AUTHORITY

A strategic line that establishes Jaguar Classic's unique position within the classic vehicle space and establishes brand authority.

The line '2,000 hours of craft' utilises a precise and factual detail as a luxury signal.

BRIDGING HERITAGE AND MODERN USABILITY

A key value add of Works Bespoke: restorations that are not just museum pieces but functional vehicles. Establishes Jaguar Classic's dedication and ability to blend past and present by integrating modern features while maintaining authenticity.

JAGUAR WORKS BESPOKE

[HTTPS://WWW.JAGUAR.COM/EN-GB/JDX/ABOUT-JAGUAR/JAGUAR-CLASSIC/WORKS-BESPOKE/INDEX.HTML](https://www.jaguar.com/en-gb/jdx/about-jaguar/jaguar-classic/works-bespoke/index.html)

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JAGUAR VEHICLES PURCHASE OWNERS EXPLORE NEW ERA RETAILERS

ABOUT JAGUAR JAGUAR CLASSIC JAGUAR WORKS BESPOKE OVERVIEW



JAGUAR WORKS BESPOKE
Own one of a kind. [→ ENQUIRE](#)

A JAGUAR LIKE NO OTHER
Your dream Jaguar, curated and restored to your exacting specification. As a Works Bespoke customer, you will be at the heart of the curation process, collaborating with our in-house design team. Each vehicle is meticulously re-engineered and assembled in our state-of-the-art facility to your exact specification.



E-TYPE COMMEMORATIVE HER MAJESTY'S PLATINUM JUBILEE A TAILOR-MADE XK120 'GREATEST HITS' XJ

E-TYPE COMMEMORATIVE
Fifty years after the last production Jaguar E-type, Jaguar Classic brings the story full circle with two exclusive vehicles. E-type Commemorative celebrates the style and sophistication of the original vehicle.
Adorned with bespoke finishes by renowned jewellers Deakin & Francis, each of the vehicles features mother of pearl, handmarked solid silver and 18ct gold badging. Inspired by the original 1974 colour palette, we crafted one vehicle in Signal Green and one in Opal Black.

[→ EXPLORE](#)

CO-CREATE YOUR VISION OF AN ICON

- 1 YOUR JOURNEY BEGINS HERE
- 2 UNPARALLELED RESOURCES
- 3 WHERE TRADITION MEETS TECHNOLOGY

We have extensive experience across a range of models from our illustrious history. In our state-of-the-art facility, we combine the latest technology with traditional craft to bring your vision to life.



CRAFTING A TRUE ORIGINAL
Your vehicle will undergo months of craft at the hands of our dedicated team.



[← 1 | 2 | 3 →](#)

OWN ONE OF A KIND
Bespoke commissions from Jaguar Classic are strictly limited. Speak to our team of specialists today to secure your Dream Jaguar.

[→ ENQUIRE](#)

By clicking 'Enquire or Enquire Now' you are registering your interest in a vehicle. This does not constitute an order and is in no way binding. A 4.R representative will be in touch to discuss your registered interest.

E-TYPE COMMEMORATIVE

[HTTPS://WWW.JAGUAR.COM/EN-GB/JDX/ABOUT-JAGUAR/JAGUAR-CLASSIC/WORKS-BESPOKE/E-TYPE-COMMEMORATIVE.HTML](https://www.jaguar.com/en-gb/jdx/about-jaguar/jaguar-classic/works-bespoke/e-type-commemorative.html)

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JAGUAR VEHICLES PURCHASE OWNERS EXPLORE NEW ERA RETAILERS

ABOUT JAGUAR JAGUAR CLASSIC JAGUAR WORKS BESPOKE E-TYPE COMMEMORATIVE



E-TYPE COMMEMORATIVE
Two exclusive creations, embodying jewel and machine.

→ ENQUIRE

Fifty years since the last production Jaguar E-type, Jaguar Classic created E-type Commemorative: two rarefied vehicles for one discerning client. A celebration of the style and sophistication of the original with new, precious details.



BESPOKE JEWELLERY BY DEAKIN & FRANCIS

Jaguar Classic commissioned Deakin & Francis, England's oldest manufacturing jewellers, to create bespoke finishes for E-type Commemorative.

Inside the cabin, their curated craftsmanship is found on the horn push, the instrument panel switches and the matching ignition key. The exterior is adorned with mother of pearl, hallmarked solid silver and 18ct gold badging, setting E-type Commemorative apart.



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TWO ICONIC COLOURS QUALITY AND COMFORT THE ORIGINS OF A MASTERPIECE

TWO ICONIC COLOURS
Inspired by the original colour schemes from 1974 and the infusion of precious materials within the vehicles, we crafted one E-type Commemorative in Signal Green and one in Dual Black.

→ ENQUIRE

2,000 HOURS OF CRAFT

As the original creators, we are passionate custodians of E-type's heritage.

- FROM THE EXPERTS
- WITH UNMATCHED RESOURCES
- MEANT TO BE DRIVEN

Blending authenticity with modern usability, E-type Commemorative is fitted with a suite of additional enhancements. These include a Jaguar Classic five-speed gear box, which improves the overall drive, and for the first time an electronic fuel injection system (EFI), further increasing usability in modern conditions. Cockpit updates include a subtle inclusion of a heated windscreen and the Jaguar Classic Infotainment system, with Bluetooth connectivity and navigation.



THE E-TYPE STORY, FULL-CIRCLE



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AN ICON IS BORN
It is March of 1961 when E-type arrives at the Geneva Motor Show. With production starting that same year, an illustrious career is about to begin.

CONTACT US

Interested in owning or selling a Jaguar classic? Contact our sales team sales@classic.jaguarlandrover.com

→ ENQUIRE