

CLASSIC DRIVER

What’s more valuable, a Rolls-Royce or a surfboard?

Lead
The hand-made surfboards from British manufacturer Woodpop are so valuable only a Rolls-Royce should ferry them from coast to coast...

Double Waftability



It’s no secret that surfing is no longer a sport reserved for hippies and backpackers. It’s become an increasingly popular activity among wealthy Wall Street investors and dot-com millionaires. The success of custom fabrication company Woodpop, which crafts surfboards from rare and precious materials, proves the popularity of the sport with the rich and famous. The owner of this board, constructed from paulownia, walnut, sycamore, and birch, also happened to buy a Rolls-Royce Ghost in Cannes last year – so it seemed fitting to mount it on top of the new car. Both are now on display in Rolls-Royce’s pop-up showrooms in Cannes and Marbella.

Photos: Rolls-Royce

Gallery

