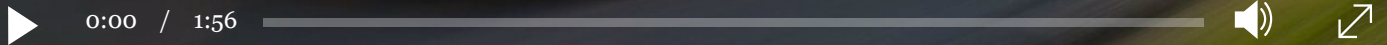


The Advertiser



Why the Super-Rich Want Bespoke Rolls Royce Cars

Lifestyle

Home owners paying \$200,000 for a custom-made garage

Craig Duff, News Corp Australia Network
July 14, 2017 9:30pm

WEALTHY Australian car buffs are paying more than \$200,000 for designer garages to house their pride and joy.

The themed garages, filled with classic memorabilia, bars and vintage hoists, are designed from the ground up to complement the cars they house.

Designer Jayde Deverson has built 31 garages for collectors ranging in price from \$200,000 to \$2.5 million for the equivalent of an automotive penthouse.



📷 A bespoke garage designed by Jayde Deverson

REVEALED: The Mercedes-Benz of campervans has landed

Deverson chases the top-end of town with bespoke garages “for the person who already has everything”.

That means meticulous attention to detail to match the standard of a vintage concours classic or a modern supercar.

“It is analogous to the car itself,” Deverson explained.

“You can buy one off the line or you can have one built to your personal tastes and specifications.

“There’s far more of an attachment to an object if you’ve been creatively involved with it yourself.”



📷 Designer Jayde Deverson with clients Matthew and Kerrie White. Photo supplied.

“There are two main types of customer: those who want — literally — a show room and those who want to tinker and get their hands dirty so they need a display area with a workshop. Beyond that the only common aspect is a love of their vehicles,” he said.

“Developing a theme is the key — the garage has to be more than just a prop for the vehicles. You want the area to resonate on an emotional level as well as a practical one. There’s a bit of psychological profiling in it ... you know you’re on the right path when the clients get misty-eyed,” Deverson explained.

It also explains why some of the 31 projects he has taken on since 2011 centre around the likes of a 1955 HMV fridge and the green laminate found in school technical studies workshops in the 1980s.

One of Deverson’s most recent projects was a classic-themed garage for Adelaide couple Matthew and Kerrie White — who own 13 classic and vintage vehicles and 10 motorcycles. The area includes a four-tonne hoist, carbon monoxide and dust extraction fans, plumbed air lines, the obligatory bar fridge and surround-sound audio.

Deverson says vehicle turntables are not unusual requests and admits he’s fitted more than a few underground cellars during construction.

“Cars, motorbike, aeroplane, whisky and wine — they’re all collectibles and our customers often want to display more than one. One of my favourites is a hidden cellar you access by opening the door of a 1960s phone box and lifting the receiver,” Deverson said.

He admits inspiration may have been sourced from watching Get Smart episodes on television as a child.

Originally published as [Designer garages: The next big craze](#)