

OUT OF HOME

## Aston Martin pairs with Marma to handcraft sunglasses

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*Aston Martin and Marma*

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By NANCY BUCKLEY

British automaker Aston Martin and London-based eyewear brand Marma collaborated to create a collection of sunglasses for the spring/summer 2015 season.

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**Luxury Daily**

The collection is rolling out in stores with 36 pieces that combine influences from both brands. Aston Martin Lifestyle collection expands across many brand partnerships, and with the addition of Marma the automaker is likely to appeal to drivers looking for accessories to enhance their driving experiences and those looking to bring their automobile brand beyond driving and their parking spot and into their daily routines.

"Marma luxury eyewear is a perfect complement to our luxury sports cars and both share the same attributes of superb style and excellent performance," said Katia Bassi director [AM brands](#).

Sunny out there

Aston Martin has had collaborations with Jaeger-LeCoultre, Pakerson, FPM, Grant MacDonald, Audiomoda and others. Marma's partnership will add to this line up with a 36-piece collection.



### *Marma and Aston Martin promo*

The handcrafted sunglasses focus on minimalistic luxury, using bespoke measures to incorporate both Marma and Aston Martin.



### *Aston Martin and Marma sunglasses*

Marma launched in 2004 and creates handcrafted sunglasses. The mix of Italian design and the high-technology lenses aims to make a timeless style. This combined with Aston Martin's power, beauty and soul morals will likely create intriguing glasses for the upcoming season.

"By partnering with Marma, Aston Martin is taking a seat at the "lifestyle" table," said Tina Masciadrelli, senior account executive at [The O Group](#), New York.

"Associating themselves with a sunglasses brand means the Aston Martin brand doesn't stop at the driveway," she said. "It continues through the door, into the boardroom and sits proudly on the table in the form of a fantastic pair of Marma sunglasses. The collaboration proves what we know: that every touchpoint within the luxury consumer's world must fit within incredibly high standards. It also illustrates that auto brands, highly visible by nature, have the potential to reach their consumer across their lives through strategic partnerships and collaborations."



### *Aston Martin and Marma sunglasses*

There are six frame options, each style has six color choices. Each option can be seen on Marma's Web site, but can only be purchased in-store.

"Luxury automakers put efforts towards lifestyle because few are actually buying a car," said David Schoenecker, principal at [KODA](#), Phoenix, AZ. "They are buying an experience, badge of honor, status, self-fulfilment, etc.

"The car is secondary to the emotional trigger that initiated the purchase," he said.

"Consumers can purchase a car to go from point A to B much cheaper than a luxury brand, but the luxe buyer is looking for more than a car. Aligning lifestyle attributes to the brand helps ignite the emotional triggers that drive desire for a purchase."

### Top partners

Luxury automakers often aim to join partnerships that will help reach more and more consumers. The smaller accessories allow automakers to reach aspirational consumers as well.

For instance, British automaker Bentley Motors embarked on a five-year partnership with high-end smartphone manufacturer Vertu to further round out its lifestyle options.

Although few details about the ensuing product lines have been revealed, multiple versions will appear over the next several years. Both brands build their products in Britain, so the amplified heritage will likely appeal to consumers looking for authenticity ([see story](#)).

Similarly, Fairmont Hotels & Resorts boosted service by partnering with BMW of North America to offer complimentary local shuttle service in the automaker's vehicles for Fairmont President's Club members.

The BMW 750i sedan was used for the hotel's chauffeur service at all Fairmont properties in the United States. The chauffeur service was exclusively available for Fairmont

President's Club members ([see story](#)).

Aligning two brands together requires similar morals and consumers, but if done well, brands can witness positive results.

"Aston Martin and Marma sunglasses are two brands that align on values of timeless design, unrivaled craftsmanship and cutting edge technology," Ms. Masciadrelli said.

"Part of Aston Martin's appeal to consumers is badge value," she said. "It works as a piece of luxurious armor, the vehicle that conceals them until they are ready to be seen."

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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