

AUTOMOTIVE

## Aston Martin touts newest model test drive and capsule

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*Aston Martin by Hackett*

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By FORREST CARDAMENIS

British automaker Aston Martin is revving its engines for a new long-term global partnership as it prepares to update its iconic DB line.

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The brand has announced "Aston Martin by Hackett," an autumn/winter 2016 capsule collection with the menswear retailer in anticipation of the DB11 model. The high anticipation for the vehicle has led Aston Martin to respond with equally noteworthy marketing.

"Aston Martin's relationship with Hackett stretches back several years through a successful partnership with Aston Martin Racing, the company's global sports car racing operation," said Matthew Clarke, PR and brand communications manager at [Aston Martin](#) The Americas, Irvine, CA. "This next step builds on the foundations of that relationship and reflects the shared, quintessentially British brand values of both companies innovative, luxurious and the epitome of style."

Aston Martin by Hackett

Hackett has previously teamed with Aston Martin Racing, a venture that served as a springboard for the new capsule collection. The 14-piece clothing collection will encompass the style of both brands.

"I am very proud of the successful relationship that Hackett has forged with Aston Martin," said Jeremy Hackett, chairman and founder of Hackett, in a statement. "We are both forward-looking brands with a strong focus on delivering a refined product to a discerning market."



### *Aston Martin by Hackett*

"Taking the step from uniforms for the race team into a beautiful capsule collection of luxurious clothing has been a pleasure for Hackett and we believe we have created a collection that drives us to the next level in elegance and refinement," he continued.

Aston Martin by Hackett includes outerwear, knitwear, shirts, trousers and accessories and will be made available online and in-store from Sept. 5. The collection is the first step in the partnership, and Aston Martin hinted at other fruits that will be revealed when the collection launches.

The collection is also being launched in conjunction with the Aston Martin DB11, which will replace the DB9 and will be the first model launched as part of its "second century" plan. The DB10 was produced exclusively for use in the most recent James Bond film, "Spectre" ([see story](#)).

Additionally, the DB11 will be on display at the first Aston Martin experience center in the United States during Monterey Automotive Week. From Aug. 17-20, the brand will present "Aston Martin On Ocean."



### *Aston Martin DB11*

Aston Martin On Ocean will provide guests with insight into the brand's history and will include interactive design demonstrations and model sketches. Guests will have an opportunity to observe the design process, glimpse at the brand's continued use of clay modeling and even take a virtual test-drive of the DB11.

This will be the first public appearance of the DB11 in the U.S., and it will line up alongside the rest of the DB lineage, showcasing the evolution of the brand over the years.

#### Fashionable vehicle

Automakers have departed from only offering their product and have begun to offer full-fledged lifestyle pitches. Because of the overlap in consumers, high fashion brands are regular partners in these endeavors.

For example, in June Italian fashion label Giorgio Armani and French automaker Bugatti teamed up to dress the man who seeks luxury in all areas of his life.

The first collaboration between the two brands features small leather goods and apparel in colorways and designs that reflect the automaker's aesthetic. Launching for fall/winter 2016, this collection enables both partners to draw on their shared passion for quality and craftsmanship ([see story](#)).

Aston Martin is also no stranger in partnering with retailers for added visibility.

In January, the brand set up shop in Harrods' exhibition windows for the month of January to capture the attention of passersby.

Positioned at the front of the retailer's store were three of the brand's DB models, an iconic nameplate that originated in the 1950s. As a tourist destination and prime shopping outlet for affluent Londoners, Harrods is an ideal partner for brands looking to boost their awareness ([see story](#)).

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