

AUTOMOTIVE

Aston Martin touts brand extensions, collaborations in immersive storefront

September 1, 2016



Aston Martin at No. 8 Dover Street

By STAFF REPORTS

British automaker Aston Martin is inviting consumers to explore its brand lifestyle through its first experiential boutique.

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Aston Martin at No. 8 Dover Street in London translates the brand's Art of Living concept into a bricks-and-mortar environment, establishing a place for shopping, classes, exhibits and events. Aston Martin, much like a number of other automakers, has been branching out beyond automobiles, looking to associate its vehicles with a mindset and way of life.

Multi-purpose space

No. 8 was designed by Aston Martin executive vice president and chief creative officer Marek Reichman and his team.

Before consumers enter the store, they are greeted with a reminder of Aston Martin's history, with an outside sign reading "Aston Martin Est. 1913."

Featuring a Nautilus shell design, Aston Martin's boutique features a brass plaque in the center with the brand's winged logo. Custom oak cabinetry around the space continues the theme, while the floor continues the celebration of artisan craft with a bespoke mosaic made of European oak.



Interior of Aston Martin's London boutique

A "Starry Night" lighting installation on the ceiling works to highlight the shape of the car on display, while allowing for customized configurations during events.

Decorating the walls are pieces from local artists Vezzini & Chen, who work in ceramic and blown glass. Content will play on a 120" LED-LCD television screen, allowing visitors to learn more about the brand.

On display within the retail store will be products from Aston Martin's Art of Living campaign collaborators such as Quintessence Yachts, Hackett London, Marma London, Emilia Burano, Silver Cross and FPM. While this merchandise may not be directly related to automobiles, Aston Martin made its selections to convey a lifestyle ([see story](#)).



Inside Aston Martin's London boutique

One area of the store will allow consumers to customize an Aston Martin sports car or AM37 speed boat.

Aside from showcasing Aston Martin's products and collaborations, No. 8 will become a space for special exhibitions, events, dinners and master classes in design.

Mercedes-Benz has also been testing out new retail concepts that encompass its entire lifestyle in one storefront.

As part of its Mercedes-Benz 2020 growth plan, the automaker has opened three brand experience stores in Hamburg, Germany, Milan and Tokyo. These Mercedes stores immerse consumers in all facets of the brand, allowing them to purchase from its lifestyle collection, explore models through conversations with sales associates or interaction with digital touchpoints or enjoy treats at an in-store bistro ([see story](#)).