

AUTOMOTIVE

Aston Martin displays automotive know-how in Harrods' storefront

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Harrods storefront

By STAFF REPORTS

Automaker Aston Martin has driven a trio of vehicles into London department store Harrods' windows to celebrate their shared British heritage.

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From now until March 25, Aston Martin will display its DB11, V12 Vantage S and Vanquish S models in the Knightsbridge retailer's storefront. Harrods often uses its windows as an interactive attraction to cull the attention of passersby.

Next-level window shopping

Aston Martin selected the three models shown in Harrods' windows as being prime examples of British automotive tradition as well as the automaker's future.

The DB11 sports car is the first vehicle launched under Aston Martin's "Second Century" plan. The model is an "authentic, dynamic sporting GT in the finest Aston Martin tradition," and a new figurehead in the DB line.

To demonstrate its engineering achievements, Aston Martin placed the V12 Vantage S in its window display. The V12 Vantage S combines a V12 engine in the lightest sports car packaging.

Aston Martin's third model, the Vanquish S, is a super GT, the brand's newest mode. The Vanquish S defines the evolution of the Vanquish series.



Aston Martin at Harrods

As a nod to British history, Aston Martin's display vehicles are in red, white and blue paint to evoke the United Kingdom's Union Jack flag.

During the month-long display, Aston Martin specialists will hold an exhibition within Harrods' windows to interact with consumers and car enthusiasts alike. The specialists will be on hand to provide visitors with an opportunity to learn more about the vehicles and the Aston Martin brand.

"Harrods is one of the world's most trusted luxury brands and we are delighted to join forces with them to create this unique display," said Marek Reichman, executive vice president and chief creative officer of Aston Martin, in a statement.

In January 2016, Aston Martin held a similar exhibition at Harrods featuring the brand's DB models, an iconic nameplate that originated in the 1950s.

The window included the DB10, created specifically for the James Bond "Spectre" film, the DB9 GT, which the automaker self-professed as the best production DB it has made so far for both its power and energy efficiency. Aston Martin's DB5, originally released in 1963, rounded out the display ([see story](#)).

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