

AUTOMOTIVE

## Aston Martin sells lifestyle products in new online shop

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*Aston Martin luggage available in its online shop. Image credit: Aston Martin.*

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By STAFF REPORTS

British automaker Aston Martin has opened its online shop in a bid to push its status as a lifestyle brand.

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Shop.AstonMartin.com hosts a series of products created by the automaker including luggage, artwork, vehicle accessories, a ready-to-wear line and more. To celebrate its racing team, a Red Bull racing collection will also be available on the site coming soon.

### Lifestyle shop

Aston Martin's ready-to-wear section features a variety of everyday items fans and consumers can purchase.

T-shirts, hats, polos, jackets and racing gear are all available brandishing the Aston Martin brand, limited-edition artwork or racing logos. The shop features team kit, cashmere scarves and even a kids-sized racing suit.

However, Aston Martin is not the only brand featured. Clothing from Hackett and sunglasses from Marma are available on the shop as well, and soon Red Bull will be added to the team.

While many products, including iPhone cases, will include special artwork designs, shoppers can also purchase actual limited edition artwork that celebrate key moments in Aston Martin's recent history. The iPhone cases are to celebrate the launch of Vantage, Aston Martin's new vehicle.



*Aston Martin opens its shop. Image credit: Aston Martin.*

A series of scale models of Aston Martin cars will also be available, including the DB11 and DB5 featured in James Bond film Skyfall and the DB10 from Spectre.

There is also a line of bespoke luggage that includes ash bags, briefcases and holdalls.

"We're thrilled to open the new Aston Martin online shop and bring together all of our luxury products under one virtual roof," said Simon Sproule, vice president, chief marketing officer at Aston Martin.

"The shop has something for everyone from Aston Martin Racing gear to your very own set of Aston Martin wings or bespoke luggage for your DB11," he said.

Aston Martin's new online shop comes as rumors swell around a possible IPO.

The brand is inching closer to a potential initial public offering with a valuation of as much as \$6.8 billion.

In December 2017, Reuters reported that Aston Martin hired investment bank Lazard to look into creating a preliminary plan to either set up an IPO or a trade sale. Aston Martin's move comes after seeing positive growth following years of stagnation ([see more](#)).