

AUTOMOTIVE

Aston Martin highlights brand lifestyle in Shanghai center

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Aston Martin's House of Beautiful in Shanghai. Image courtesy of Aston Martin

By STAFF REPORTS

British automaker Aston Martin is investing in China with the opening of its first global brand center in the nation.

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The marque's "House of Beautiful" showroom in Shanghai features not only Aston Martin's vehicles, but also its brand experiences and collaborations, providing a full view of the automaker's activities. This is part of Aston Martin's investment into China, as it aims to further its position in its most rapidly growing market.

"The House of Beautiful mixes local culture, art and shopping delivering a truly luxurious experience," said Marek Reichman, vice president and chief creative officer of Aston Martin, in a statement.

"The new brand center is part of an investment plan to strengthen our brand visibility to increase sales performance, which will further improve Aston Martin's market share in this key market," he said. "This reflects our confidence in the Aston Martin brand and the attractiveness of the Chinese market which was our fastest growing region in 2017."

Committing to China

Aston Martin's brand center is situated in Shanghai's Lujiazui financial district.

The more than 3,000-square-foot showroom includes space for vehicle displays as well as offering the brand a venue for entertaining and hosting events such as photography exhibits and master classes. A lounge area encourages dwell time.

Mr. Reichman and his team developed the design for the House of Beautiful.

Earlier this year, Aston Martin announced a trade investment in China of 620 million pounds, or about \$806 million, for the next five years.



Opening of Aston Martin's Shanghai brand center. Image courtesy of Aston Martin

"Shanghai has the perfect mixture of Eastern and Western culture," said Peng Mingshan, president of Aston Martin China, in a statement. "The opening of the House of Beautiful is a significant milestone for our planned expansion in China.

"We will bring more unique brand experience to Chinese clients and fans of Aston Martin," he said.

As part of an ongoing effort to expand into China, British automaker Aston Martin unveiled a second dealership in Beijing in 2018.

At more than 1,400 square feet, the dealership is located in a Wintop Group-operated building at 99 Jinbao Street in the Dongcheng District. The location was officially opened to the public on April 23, and reflects the automaker's significant success in China last year ([see story](#)).

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