

AUTOMOTIVE

## Aston Martin furthers focus on China with Shanghai design studio

October 25, 2018



*Aston Martin's Shanghai design studio. Image courtesy of Aston Martin*

By STAFF REPORTS

British automaker Aston Martin is opening its first design studio outside of the United Kingdom in Shanghai as part of its efforts to invest in the Chinese market.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Inaugurated on Oct. 24, the Aston Martin Lagonda Creative Lab, NICE 2035 is in partnership with Shanghai's Tongji University. China is the brand's fastest growing market, and Aston Martin is making a number of moves aimed at increasing its presence in the nation.

"The Chinese market is incredibly important to the future success of Aston Martin," said Marek Reichman, executive vice president and chief creative officer at Aston Martin, in a statement. "Collaborating with industry leaders and talented students at Tongji University will allow us to have a deeper understanding of the trends in China, ensuring we are focused on the needs of our Chinese customers."

"The first project of the new studio will be a collaboration on future interior designs for our sports cars and our first SUV, which will be launching in 2019," he said.

### China center

Aston Martin currently has a design center alongside its headquarters in Gaydon, England. This facility, opened in 2007, houses the company's design team and includes spaces for product launch events.

Now, the brand is bringing this concept to China, working with a university that is known for subjects including design and innovation. Kicking off the partnership, Mr. Reichman gave a lecture to 100 students about the importance of beauty in design.

"Shanghai is one of the world's most energetic and vibrant cities, a real hub for technology, art and design," said Peng Mingshan, president of Aston Martin China, in a statement. "The Yangpu District is full of world-class universities and institutions, an ideal location to set up Aston Martin's first overseas design studio."



*Aston Martin's design studio. Image courtesy of Aston Martin*

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

The marque's "House of Beautiful" showroom, which opened this week 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. Earlier this year, Aston Martin announced a trade investment in China of 620 million pounds, or about \$806 million, for the next five years ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.