

AUTOMOTIVE

## Aston Martin extends menswear partnership with Hackett London

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*Aston Martin has partnered with Hackett London since 2004. Image credit: Aston Martin*

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin has renewed a longtime partnership with menswear brand Hackett London as part of the marque's return to Grand Prix racing.

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The British apparel brand, which has collaborated with the automaker since 2004, will be the exclusive travelwear and officerwear supplier for the Aston Martin Cognizant Formula One Team. **Hackett London** will also unveil a new Aston Martin Racing by Hackett capsule collection for spring/summer 2021.

"Hackett and Aston Martin share a great tradition of beautiful design and incredible British craftsmanship, blended together with the best materials to produce luxurious products," said Marek Reichman, executive vice president and chief creative officer at **Aston Martin**, in a statement. "This partnership has stood the test of time because it is based on shared values and vision."

Aston Martin x Hackett London

Hackett was one of Aston Martin's first brand partners, and the renewed licensing contract is set to run through 2024.

As part of the collaboration, the Aston Martin Racing by Hackett collection is now available online.



*The partnership extension coincides with Aston Martin's return to Grand Prix racing. Image credit: Aston Martin*

Pieces include graphic T-shirts, polo shirts, swim shorts, sweatpants, jeans, hoodies, quilted jackets and bomber jackets. Prices range from \$90 to \$525.

Later this year, Aston Martin is set to return to Formula One after six decades of absence ([see story](#)).

As part of the celebratory efforts around the return, Aston Martin announced Swiss watchmaker Girard-Perregaux as its official watch partner. The two luxury brands will partner to craft limited-edition timepieces, with Girard-Perregaux branding featured on the Aston Martin Cognizant Formula One team car ([see story](#)).

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