

REAL ESTATE

Aston Martin previews first Asian home with Japanese partner VIBROA

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Rendering view of the Aston Martin-designed residence in Tokyo, the first such real estate design project in Asia for the British automaker. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British sports carmaker Aston Martin will debut its first home in Asia in 2023 as it partners with leading Japanese concierge service VIBROA.

The house, scheduled for completion in November 2023, is named “No. 001 Minami Aoyama,” for the Omotesando area of Minami Aoyama in Tokyo known for its architectural wonders. Within the four storeys are a wine cellar, cinema, gym and private spa, as well as a roof-top terrace offering views of the city.

“The influence of Tokyo culture, with its amazing history and style, holds an important creative space within our design studio,” said Marek Reichman, executive vice president and chief creative officer of Aston Martin, in a statement.

“I see fashion, architectural and even culinary references being considered by our team when developing their work, so its presence can really be felt within our practice,” he said.

The home has already been sold to a private buyer for an undisclosed sum. It marks **Aston Martin’s** first real estate design collaboration in Asia and is part of its diversification into real estate for transferring its design sensibilities.



Rendering of faade of Aston Martin's first designed home in Japan and Asia. Image credit: Aston Martin

Driving east

The project is the latest in a series of successful forays into real estate design for Aston Martin, including a U.S. deal for the Sylvan Rock private residential estate.

Most recently, the Aston Martin Residencies in Miami, Florida, a waterfront tower scheduled to open in the summer of 2023, has sold out up to 97 percent. It is represented by Miami-based [Cervera Real Estate](#).

With this inaugural venture in Tokyo, Aston Martin aims to gain visibility and market share in Japan's market for upscale homes and cars.

"As Aston Martin grows in Japan, we are passionate about finding innovative ways to bring our ultra-luxury brand to life and resonate with local consumers," said Greg Adams, regional president of Japan and South Korea at Aston Martin, in a statement.

"We are delighted to be working with VIBROA, helping create what we believe is a perfect home for an Aston Martin owner, with design elements inspired by our portfolio of ultra-luxury and high-performance cars," he said.

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