

AUTOMOTIVE

Aston Martin, ELEMIS skincare join forces

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The skincare brand will appear at auto events around the globe. Image courtesy of Aston Martin

By LUXURY DAILY NEWS SERVICE

Two celebrated British luxury brands are doubling down on their star power.

Beauty brand **ELEMIS** was announced Thursday as automaker **Aston Martin**'s first-ever official skincare partner. Through skincare experiences at Aston Martin locations and events around the world and cobranded product launches, the two brands hope to highlight their shared commitment to craftsmanship, quality and their shared British heritage.

"I'm excited to announce this innovative new partnership," said Stefano Saporetti, director of brand diversification at Aston Martin, in a statement.

"By integrating premium skincare experiences at our events and flagship locations, we're not just enhancing the holistic luxury lifestyle associated with Aston Martin; we're also attracting new audiences and reinforcing our shared British luxury pedigree," he said.

Performance driven

In addition, Aston Martin Aramco Formula One Team Driver Jessica Hawkins is ELEMIS' latest brand ambassador.



The partnership will include bespoke, cobranded product launches. Image courtesy of Aston Martin

The new duo will debut at the iconic U.K. automotive event Goodwood Festival of Speed, July 10-13, with trackside skincare services.

The ELEMIS Skin Spa Airstream, which made an appearance at the British Grand Prix this past weekend, will offer skin analysis, personalized consultations, treatments and a curated selection of skincare products.

The next place to catch the pop-up mobile spa will be stateside at the Concours d'Elegance in Pebble Beach, California, on Aug. 17.

More activations can be expected throughout the multi-year partnership between the two brands.

"At ELEMIS, we've always believed in delivering excellence through innovation, craftsmanship and care, values we share with Aston Martin," said Sean Harrington, cofounder and CEO of ELEMIS.

"This partnership represents a powerful meeting of minds, marrying innovative skincare with high-performance cars," he said. "Together, we're creating immersive, sensorial experiences that redefine modern luxury for a global audience."

Several high-end automakers have announced unexpected partnerships recently, including Porsche and Italian fashion house Ferragamo ([see story](#)), Bugatti and French crystal maker Lalique ([see story](#)), along with another Aston Martin collaboration with Danish toy manufacturer Lego ([see story](#)).

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