



## **Aston Martin and Hogan create the ultimate luxury sneaker**

*11 June 2017, London:* During London Fashion Week Men's, Aston Martin and Hogan are announcing a new partnership that will see the two luxury brands collaborate on an exclusive 'Aston Martin x Hogan' limited edition luxury sneaker for the Autumn Winter 2017/18.

Available later this month, the exquisite 'Aston Martin x Hogan' luxury sneaker will be presented in four striking colour ways.

"Collaborating with brands that share our views on quality, style and elegance is important to us," said Marek Reichman, EVP & Chief Creative Officer at Aston Martin. "Working with creative teams outside of the automotive industry helps to broaden our designers' minds, and this is always a positive experience for both myself and my team at Gaydon. We take inspiration from all walks of life and our work with Hogan will help to shape and inspire many aspects of our future creations".

Aston Martin's modern and sophisticated aesthetic combines with Hogan's beautiful Italian construction for this unique line of shoes. Based on an iconic Hogan design named 'Olympia', and offered in four seasonal colours, the palette is versatile yet striking. Leather is paired with nylon mesh to create a look that is as casual as it is smart, creating a contemporary urban feel.

The exclusive sneaker reflects the elegance of the silhouette of an Aston Martin sports car and includes detailing from Aston Martin's artisan leather craft. Applied to the exterior of the shoe, layers of leather create a wave of beautiful colours and materials that are sewn with exquisite attention to detail.

The tongue of the sneaker is cut from Aston Martin's classic kestrel tan leather with pinched seam detailing and feature the iconic Aston Martin wings. Each 'Aston Martin x Hogan' sneaker is crafted to the same high standards that are expected by customers of the luxury British marque's sports cars and those of the Italian master of casual-luxury shoes.

“Hogan’s attention to detail and passion for beautiful products, and Aston Martin’s beautiful craftsmanship made this project a natural fit,” said Sergio Azzolari, General Manager from Hogan. “It was a pleasure for us to collaborate on a shoe that reflects the attention to detailing in Aston Martin sports cars.”

Limited to a run of 3,000 pairs, the ‘Aston Martin x Hogan’ exclusive collection will be available at Hogan flagship stores worldwide, on Hogan.com and at the Aston Martin Dover Street brand centre from the end of June.

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[www.astonmartin.com](http://www.astonmartin.com)



[www.hogan.com](http://www.hogan.com)



#### **Note to editors:**

##### **Aston Martin**

Aston Martin is an independent British luxury sports car company. Famous for the creation of beautiful hand-crafted sports cars, the Aston Martin range today comprises the Vantage S, Rapide S, Vanquish S, DB11 and special-series cars such as the Vanquish Zagato and Aston Martin Vulcan. Based in Gaydon, England, Aston Martin designs and creates sports cars which are sold in more than 50 countries around the world.

Founded in 1913, the company recently launched its six-year Second Century plan for sustainable long-term growth. This is underpinned by the replacement of our entire sports car range, including the all-new DB11, an all-electric RapidE, the reintroduction of the Lagonda marque, as well as the development of a new manufacturing centre in St Athan, Wales which will build our new sports utility vehicle.

##### **Aston Martin Art of Living**

Aston Martin is a British luxury brand with more than a century of success behind it. Now, with its Art of Living programme the brand is translating its legendary quality into a new generation of carefully crafted commercial partnerships, ensuring that traditional licensing and merchandising are the very best reflections of its high luxury values. The Art of Living initiative includes a growing portfolio of luxury lifestyle goods and services made and delivered with the same care and quality that would be expected of an Aston Martin.

##### **Hogan**

Established in 1986, and part of the Italian Luxury Group Tod's Spa, Hogan is renowned for creating luxury footwear and leather goods, all distinguished by their bold and contemporary design, practicality and versatility. The brand has been at the forefront of casual luxury for many years, with its innovative lifestyle, together informal and sophisticated - a philosophy where quality and style are always cherished.

Made with materials of excellence, craftsmanship techniques and unique attention to details, each Hogan shoe is conceived to become a timeless piece that will continue to appeal well into the future.

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