



ASTON MARTIN

### **Aston Martin online store opens for business**

- **Complete range of Aston Martin merchandise now available online**
- **Featured partner collections include Hackett and Marma**

*Thursday 15 February, Gaydon:* A new Aston Martin online shop has opened its virtual doors at **shop.astonmartin.com**. The new shop is the best destination to purchase anything from an Aston Martin print to clothing from our lifestyle collection.

For anyone looking for Aston Martin Racing team wear they can now head over to the Ready-to-Wear section where they will find not only team kit but apparel featuring limited edition artwork, polo shirts, bags, cashmere scarves and even a mini race suit for younger fans of the team.

Aston Martin Partners also feature in the new shop; Hackett clothing and Marma sunglasses are available now and soon there will be a new collection from Red Bull Racing.

A wide selection of iPhone cases are available in the Lifestyle section. In addition to the 'Le Mans' phone case, a series of cases featuring artwork to celebrate the launch of Vantage across the world will be collectible.

Also highly collectible is a set of beautiful scale models of the Aston Martin DB11 that have just arrived, along with models of the DB5 from the James Bond film 'Skyfall' and the DB10 from 'Spectre'.

A brand new collection of bespoke luxury luggage, from wash bags, to briefcases and holdalls adorns the new website, which also serves as a portal to take Aston Martin owners to the accessories shop for their own model of Aston Martin.

A unique series of artwork commissioned to celebrate key moments in Aston Martin's recent history is also now available. Art prints include Valkyrie at the Geneva Motor Show in 2017, the Aston Martin Vulcan's first visit to Abu Dhabi and Aston Martin Racing's 2017 class victory at the 24 Hours of Le Mans.

Simon Sproule, Aston Martin's Vice President, Chief Marketing Officer said: "We're thrilled to open the new Aston Martin online shop and bring together all of our luxury products under one virtual roof. The shop has something for everyone from Aston Martin Racing gear to your very own set of Aston Martin wings or bespoke luggage for your DB11. With many more product lines to be added in the future we invite you to visit [shop.astonmartin.com](http://shop.astonmartin.com) for a browse."

- ENDS -

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



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