



## **Aston Martin Racing Pro by Hackett launches for Spring Summer '19**

**26 February 2019:** New for Spring Summer '19, Hackett London and Aston Martin announce the launch of Aston Martin Racing Pro by Hackett; a bold new range of premium clothing designed and crafted for the man who desires forward thinking and engineered sportswear.

Aston Martin Racing Pro by Hackett is a sportswear collection created in response to Aston Martin's 'Track to Tarmac' road cars and showcases a brand new aesthetic for the two brands intended to complement an era of modern power and race technology.

Aston Martin Racing Pro by Hackett takes modern, slim silhouettes, inspired by the lines of the Aston Martin Vantage. Functional and performance fabrics have been incorporated into the range with an emphasis on accessible athleisure wear.

The devil is in the detail with carefully considered trims and branding details that are there to be discovered.

**Colour Palette** - a black base is complimented by tones of carbon and concrete grey, modern whites, and flashes of lime green as seen on the Aston Martin Racing car and uniform. This essence of lime has been used in the same manner as a highlight brake disc colour which is there to lift product details and offers a modern take on design details.

**Print & Pattern** - Pattern both in terms of texture and print is a key signature of the Aston Martin Racing Pro by Hackett collection. This is inspired by Aston Martin's use of Sacred geometry, a term the luxury brand uses to reference strong shapes that inspire forms within their car design. Aston Martin Racing Pro by Hackett has taken the hexagon and used it both in print form and knit fabric texture. In particular in print form, this repeat shape has been used both in contrast and tone on tone colour as both an all over print in camouflage effect on nylon windbreaker and a colour fade across jersey wear product.

**Branding** - Deliberately refined and minimal, a sleek rubberised branded patch is applied to the sleeve or chest. All black, this sign-off provides an unmistakable mark which denotes Aston Martin Racing Pro from the main line Aston Martin Racing and Aston Martin by Hackett collections.

**Fabrics** - Durable water repellent coating, wind resistant stretch soft shell fabric, merino knitwear, lightweight piques and jersey with stretch, all make up the collection for a refined sportswear look and feel making the range easy to wear and comfortable for your weekend pursuits.

**Trims** – Aqua guard zips provide a technical look and functionality; reverse coil zips with highlight colour teeth; matt rubberised metal press snaps and eyelets and auto lock pullers designed to stay in position during running and movement.

### **For more information please contact**

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