



Luxury capsule collection 'Aston Martin by Hackett' released in celebration of new partnership

11 August 2016, London: Luxury British carmaker Aston Martin and menswear retailer Hackett today announced a new, long-term global partnership. In line with the reveal of Aston Martin's highly anticipated DB11, the first fruits of the new partnership will be revealed when Hackett launches an exclusive capsule collection for Autumn/Winter 2016 entitled 'Aston Martin by Hackett'.

Hackett's relationship with Aston Martin stretches back many years through a successful partnership with Aston Martin Racing, the company's global sportscar racing operation. Building on the foundations of that strong relationship, the Aston Martin by Hackett collection offers an all-new range of luxurious clothing that reflects the coming together of two stylish brands.

Aston Martin's EVP & Chief Creative Officer, Marek Reichman said: "Starting with the enduringly successful relationship with Hackett via Aston Martin Racing, we were delighted to take the partnership to a whole new level of style with the creation of the Aston Martin by Hackett collection. By bringing together our creative teams from the outset of the project we have created a look that captures the essence of this great partnership."

Jeremy Hackett, Chairman and founder of Hackett commented: "I am very proud of the successful relationship that Hackett has forged with Aston Martin. We are both forward-looking brands with a strong focus on delivering a refined product to a discerning market. Taking the step from uniforms for the race team into a beautiful capsule collection of luxurious clothing has been a pleasure for Hackett and we believe we have created a collection that drives us to the next level in elegance and refinement."

The luxurious 14-piece Aston Martin by Hackett collection includes outerwear, knitwear, shirts, trousers and accessories. Reflecting on the quintessentially British

brand values of both Hackett London and Aston Martin, the new collection is innovative, luxurious and the epitome of style.

The Aston Martin by Hackett collection will be available to purchase from 5th September 2016 on www.hackett.com and across global Hackett flagship stores.

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For Additional Information:

Hackett London

Georgia Farey, Global PR Manager
Email: Georgia.farey@hackett.com

Tel: +44 (0)20 7939 6873

Aston Martin Global Headquarters Gaydon

Simon Sproule, Vice President, Chief Marketing Officer
E-Mail: simon.sproule@astonmartin.com

Mobile: +44 (0)7896 621779

Kevin Watters, Senior Manager, Communications
Email: kevin.watters@astonmartin.com

Mobile: +44 (0)7764 386683

Raphael Loheac-Derboulle, Press Officer, Lifestyle Communications

E-Mail: raphaele.loheac@astonmartin.com

Mobile: +44 (0)7801 265126

Michela Gilli, Press Officer, AM Brands

E-Mail: ambrands@astonmartin.com

Mobile: +44 (0)7754 491179