

Client: Aston Martin

Project: New Concept Development 2020

As we roll into 2020 we seek to align our newest development, the Aston Martin Residences, with the spirit of the brand, identifying Aston Martin's core values and unique marks.

Highlighting Aston Martin's exclusive universe and arresting lifestyle, we wish to focus on the brand's story of excellence, its art-infused environment, the personalities who choose our hand-crafted cars and embody the allure of a life of movies.

UNIVERSE / The ethos of Aston Martin Residences is built on a relentless pursuit of excellence. We believe in **creating a universe that's bigger than our cars** where our customers feel as empowered and proud of belonging as they do when they purchase one of our automobiles. British sophistication is present in every venture that carries the Aston Martin signature, from Club 1913, a distinct setting where current and prospective buyers are welcome to step into the brand's creation, to each of the details that make the residences the gateway to an elegant and exclusive world. Becoming a member of Aston Martin Residences means your life will take off from the ordinary.

Inspired by the sublime

Step into an unparalleled universe

Welcome the extraordinary

RENEWED LUXURY/ Aston Martin Residences carries the brand's luxury standards to new levels of elegance. Today's luxury derives from our story, the unique ride that has made our brand a household name. **The curation of each detail is at the core of our narrative.** Sophisticated design present in every inch of our cars infuses residences with the same meticulous beauty, imposing quality and high level craft. Art is everywhere Aston Martin is featured, whether it's driving the latest model or waltzing into your exquisite floor overlooking the Miami shores.

Beauty is made of details

Devote yourself to details

A story of artistry

A longing for luxury

COMPELLING LIFESTYLE/ The emotional power of Aston Martin Residences resides in its ability to embody the aspirational lifestyle created by the brand, which turns cars and buildings into works of art. **This lifestyle is further embodied by distinguished personalities**, and translates into other aspects of culture such as art and music, experiences, fashion and media. Events hosted at Club 1913 showcase stunning cars and Aston Martin's inspiring faces, such as Chief Creative Office Marek Reichman, amongst a select crowd of brand ambassadors who

inspire us and embody our values. Aston Martin is iconic, and being part of this world means a lot more than just owning a car or an apartment. We are game changers, visionaries and beauty devotees.

*Walk into a life of splendor
The life you can dream of
Be iconic*

A NEW FACE/ Brands are losing their total control over messaging while relevant communicators are stepping in to connect consumers with the brand's storyline. **The creative genius of Chief Creative Office Marek Reichman is our inspiration**, as other significant personalities who have the power to convey our values and show what being part of Aston Martin means at all times. People who do their own thing, that feel right for Aston Martin.

ICONIC STYLING/ We have always stood out as a relevant, exquisite brand that changed the automobile market forever. For years, Aston Martin has been revered and looked up to. **We wish to emphasize our iconocacy by resignifying it**, and carrying our exceptional approach towards design to new, unexpected markets and places.

*Take a glimpse into your future home
Become smarter, sleeker, more connected
Envision the life you are ready for
Move towards smarter living
Sharpen your lifestyle
Your future limitless treasure*