



ASTON MARTIN

Marma and Aston Martin collaborate on exclusive sunglasses collection

11 December, London: London-based eyewear brand Marma and luxury British sports car manufacturer, Aston Martin, have collaborated on a beautiful and innovative collection of sunglasses for the Spring/Summer 2015 season.

The 36-piece collection sees the expertise of both brands intertwined seamlessly, fusing exquisite craftsmanship with innovative technology and design to create beautiful, handcrafted, sunglasses. With a focus on timeless shapes, high quality materials and superior artistry this understated yet elegant collection is the definition of minimalistic luxury.

Marma launched in 2004 with the aim of making high quality sunglasses for not only the fashion conscious, but those seeking vintage inspired designs with a luxury aesthetic. Marma focuses on quality materials and handcraftsmanship, combining Italian design with high-technology lenses, timeless styles and colourways in the creation of truly unique luxury products.

Aston Martin is a world-famous British manufacturer of luxury sports cars. Now in its second century of sports car-making, it is synonymous with exceptional quality and craftsmanship. The blueprint for all Aston Martins remains constant – they are characterful and exciting cars built to the highest standards. All are imbued with the brand's key features of Power, Beauty and Soul – combining pure performance and true sporting ability with refinement, luxury and exceptional beauty.

Katia Bassi, Managing Director of AM Brands, said: "I'm very happy that Aston Martin has been able to support this collaboration with Marma. Their luxury eyewear is a perfect complement to our luxury sports cars, and both share the same attributes of superb style and excellent performance."

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Further information is available via www.marma.co.uk and www.astonmartin.com/media-centre

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