



## **FPM announces major new partnership with Aston Martin**

*11 December, London:* FPM-FABBRICAPELLETTERIE MILAN and Aston Martin, have signed a licence agreement for the development and marketing of a new collection of premium travel accessories.

Italian talent and expertise are inherent in the DNA of FPM. Working with internationally renowned designers has increased FPM's reputation for quality and innovation in style and technology, resulting in a line of advanced products able to meet the needs of the modern traveller.

The core business of FPM lies in high-end luggage, among which are the Mouse line from the Italian designer Stefano Giovannoni; Saint Jaques conceived by Marcel Wanders; Globe designed by Jean-Marie Massaud; and Kame, a project developed in cooperation with the Japanese designer Oki Sato, leader of the Nendo collective.

Meanwhile, for more than 100 years now Aston Martin has stood for design, luxury and sophistication combined with cutting edge technology. 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. High performance and the skills of traditional handcraftsmanship is the winning formula of this proudly British brand.

Design aesthetics of the highest levels unite FPM's Italian talent for craftsmanship and the style that distinguishes the British sports car maker. A discerning choice involving minute attention to detail and a constant striving for distinction in everything they produce, the theme of travel is an element common to both companies and which finds new expression in this line, designed for the most discerning of travellers. The models in the series are tailored precisely to fit within the luggage compartment of Aston Martin sports cars, making the most of its capacity.

The illustrious partnership between FPM and Aston Martin has given birth to "Timeless", where the business spirit co-exists with a passion for elite travelling. Luxury, class and function are combined in a set of luggage and bags designed for a unique travel experience.

The line consists of an upright cabin bag in the classic 55 cm size, with a convenient multi-compartment inner pocket on the front panel and useful straps with brass closures to keep clothing crease-free. A briefcase folder is also available in two sizes, with an efficiently organised interior featuring PC protection of stitched soft neoprene, reminiscent of Aston Martin's own interior quilting.

The line also includes a PC messenger bag, a backpack with integrated PC port, a document folder, roomy shopper and an iPad reporter, all with interiors designed especially for storing their contents and with deliberately contrasting handles. The flexible handles cleverly conceal the closures and can also be used to carry umbrellas and newspapers. The line is completed with two bags of different shapes and sizes, ideal for a weekend outside the city.

Proudly made in Italy, they are manufactured entirely with soft leather and are available in two variants: black and dark grey, with contrasting details in beige or cognac. The logos, branded into the leather, and the precious golden satin metal detailing lend a sophisticated touch of light to complete the look.

Managing Director of AM Brands, Katia Bassi, said: "This beautiful luggage is a perfect fit with Aston Martin since our brand, like that of FPM, is associated with the elegance of travelling in style and comfort."

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Further information is available via <http://www.fpm.it/> and [www.astonmartin.com/media-centre](http://www.astonmartin.com/media-centre)

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