

House of Tailoring Bespoke HQ, announces collaboration with Aston Martin

Submitted by: Bespoke HQ

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LONDON, APRIL 2013. House of Tailoring, Bespoke HQ and Aston Martin announce a new association and menswear collection.

Bespoke HQ and Aston Martin are delighted to announce 'The Aston Martin Collection by Bespoke HQ', a unique collection of luxury tailored garments designed with the discerning Aston Martin aficionado in mind. The collection has been designed and created by lauded Master Tailor and designer, Stephen Williams, and is available to purchase from the Bespoke HQ website (<http://www.bespokehq.com/astonmartin>) from April 2013.

Every detail of each garment created for the Aston Martin Collection has been carefully designed and crafted, with the Cadogan Blazer even featuring contrast stitching in British Racing Green and enamel crested buttons with the Aston Martin logo. The Montpelier Dinner Suit is the masterpiece of the collection however, exuding luxury and elegance. The jacket flaunts the most beautiful rhodium plated buttons with black onyx centres, which compliments the peak lapel and satin edge piping.

Stephen Williams of Bespoke HQ said; "Aston Martin's attention to detail in every aspect of their iconic cars is something we at Bespoke HQ also pride ourselves on when crafting each garment. Working with Aston Martin is a pivotal point of my career as a tailor, and I'm delighted to have the opportunity to express my creativity and love for the iconic British brand through what I do best."

A spokesperson for Aston Martin Brands said; "With both Aston Martin and Bespoke HQ holding similar values and ethos, we are pleased to announce the partnership and production of a collection of garments of unparalleled beauty and creativity. The attention to detail is exquisite, and we are particularly looking forward to hearing the feedback in respect of the Aston Martin Centenary linings."

Having worked with and designed for Calvin Klein and Paul Costello, as well as Savile Row Tailor William Hunt, Stephen Williams is well established within the luxury clothing market. Since setting up his own House of Tailoring at Bespoke HQ in early 2012, he has shone amongst the more traditional tailors, and his innovation and creative eye is setting the bar for contemporary tailoring.

Stephen was destined to work with materials from an early age as his parents were in the wool and textile business in the North of England. After starting as a tailor at Joseph Hepworth & Sons, Stephen worked his way up, before being headhunted for Giorgio Armani.

With a celebrity following including the likes of James Caan, David Beckham, and Michael Portillo, Stephen creates suits inspired by the wearer, with the cut, colour and cloth all chosen specifically for the customer's personality and lifestyle demands.

Aston Martin has a worldwide reputation for luxury and elegance, and manages to combine power with innovation and beauty. Along with Bespoke HQ, these are two British companies providing and encouraging individuality within the luxury industry. 'The Aston Martin Collection by Bespoke HQ' is currently

available on the Bespoke HQ website (<http://www.bespokehq.com/astonmartin>).

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