

NEWS BRIEFS

## LVMH, dunhill, McLaren and Four Seasons – Live news

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*dunhill spring/summer 2016 campaign*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 5:

[Dunhill champions British elegance for spring campaign](#)

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British apparel and accessories house Alfred Dunhill is celebrating the contemporary London man of distinction in the advertising campaign for its spring/summer 2016 collection.

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[McLaren launches bespoke leasing program for popular models](#)

Responding to consumer requests, British automaker McLaren is now offering the option to lease two of its best-selling models from U.S. dealerships.

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[Bally strengthens communication capabilities with CMO hire](#)

Swiss apparel and accessories label Bally has appointed its first chief marketing officer, the latest in a series of key hires.

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[LVMH, Catterton join forces to create global investment firm](#)

Mot Hennessy Louis Vuitton, Groupe Arnault and private equity firm Catterton are entering a new partnership to form what will be the largest consumer-focused investment company.

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[Four Seasons Maui turns inspiration into reality in wedding giveaway](#)

Four Seasons Resort Maui at Wailea, HI, is making one soon-to-be-bride's dreams come true with a \$41,000 giveaway of a resort wedding.

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