

NEWS BRIEFS

## Berluti, Aston Martin, Tag Heuer and Auctionata/Paddle8 – Live news

September 2, 2016



*Berluti fall/winter 2016 runway show*

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By STAFF REPORTS

Luxury Daily's live news from Sept. 1:

[Aston Martin touts brand extensions, collaborations in immersive storefront](#)

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British automaker Aston Martin is inviting consumers to explore its brand lifestyle through its first experiential boutique.

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[Auctionata/Paddle 8 looks toward growth with new executive hires](#)

Auctionata/Paddle8 has chosen new leadership to help the newly merged company transition its operations.

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[Tag Heuer links with Asian Football Confederation to reach global fanbase](#)

Swiss watchmaker Tag Heuer is expanding its relationship with the sport of soccer through a partnership with the Asian Football Confederation.

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[Berluti confirms Haider Ackermann as creative director](#)

French footwear and apparel house Berluti has appointed designer Haider Ackermann its new creative director, confirming industry speculation.

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