

NEWS BRIEFS

## Bulgari, McLaren, Mandarin Oriental and Singles' Day – Live news

October 17, 2016



Lily Aldridge for Bulgari's Lager than Life campaign

By STAFF REPORTS

Luxury Daily's live news updates from Oct. 14:



## Maserati shows heart and soul of Quattroporte through character profiles

Italian automaker Maserati is portraying the related yet distinct aesthetics of the two trim options for its new Quattroporte through a lifestyle film.

Click here to read the entire article

## Luxury retailers prep offers to capture Singles' Day sales

Chinese shopping recommendation site Dealmoon expects to partner with hundreds of U.S. retailers for the upcoming Singles' Day shopping holiday in China.

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Bulgari highlights la dolce vita in exuberant effort

Italian jeweler Bulgari has embodying its grand lifestyle in a new brand campaign that urges consumers to live each day to the fullest.

Click here to read the entire article

McLaren hosts first ice driving experience in Finland

British Automaker McLaren is bringing its track driving experience to an icy terrain for the first time.

Click here to read the entire article

Mandarin Oriental London gives historic fixtures new home through public auction

As Mandarin Oriental Hyde Park, London embarks on an extensive renovation, the hotel is giving its fans an opportunity to take a piece of the property's history.

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