

NEWS BRIEFS

## Louis Vuitton, Este Lauder, Stuart Weitzman, VistaJet, Norell, Audi and emails – Live news

August 29, 2017



*The Tiemodel boot, worn by Gigi Hadid in Stuart Weitzman's fall campaign, is included in the SWxYou program. Image credit: Stuart Weitzman*

By STAFF REPORTS

Luxury Daily's live news from Aug. 28:

[VistaJet valuation tops \\$2.5B as private aviation soars](#)

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Private aviator VistaJet has received a \$150 million cash investment from Rhone Capital, helping to raise the company's equity.

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[Norell creates coy nod to heritage in latest fragrance](#)

Parlux Frangrances' Norell New York is filling out its perfume portfolio with a mischievous scent.

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[Audi turns car into concert hall with Bang & Olufsen](#)

German automaker Audi is partnering with Danish consumer electronics maker Bang & Olufsen to bring a surround sound audio experience to every passenger in the A8.

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[Louis Vuitton opens up its archives in traveling retrospective](#)

French apparel and accessories house Louis Vuitton is exploring its more than 160-year history through objects in two upcoming exhibits.

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[Este Lauder denies rumors of sale](#)

Beauty marketer Este Lauder has quashed market speculation that it is looking to sell.

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Stuart Weitzman caters to consumer preferences with bespoke boots

U.S. footwear label Stuart Weitzman is booting up the fall shopping season with a limited-time made-to-order offer.

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Shorter subject lines lead to 30pc higher open rates in email marketing: report

Email marketing is still a viable tool in most marketers toolsets, but shorter subject lines are key to making them effective.

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