

NEWS BRIEFS

Day's wrap: Smythson, British Vogue, Omega, Christian Louboutin, Christie's and Aston Martin

September 25, 2017



Christian Louboutin's new campaign presents the fragrance as a transformative experience. Image credit: Christian Louboutin

By STAFF REPORTS

Luxury Daily's live news from Sept. 26:

[Omega celebrates family ties with latest ambassadors](#)

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Swiss watchmaker Omega has added Cindy Crawford's son and daughter to its list of ambassadors, building on its existing two-decade relationship with the supermodel.

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[Aston Martin links with Red Bull Racing to further auto innovation](#)

British automaker Aston Martin is growing its relationship with Red Bull Racing by becoming the title and innovation partner of the Formula One team in 2018.

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[Smythson returns home with London flagship move](#)

British leather goods house Smythson is making a move back into its own history with the relocation of its Bond Street flagship.

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[British Vogue appoints Vanessa Kingori as publishing director](#)

Cond Nast's British Vogue has named former British GQ and GQ Style publisher Vanessa Kingori its new publishing director.

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[Christie's revamps decor program to streamline sales](#)

Auction house Christie's is catering to the collecting crowd by adjusting its decorative arts sales strategy.

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[Christian Louboutin promotes new fragrance bottle sizes in video series](#)

French footwear and accessories label Christian Louboutin has unveiled a social media video campaign in promotion of the release of three of its classic fragrances in a new 30 mL bottles.

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