

NEWS BRIEFS

Day's wrap: Valentino, Westfield, Este Lauder, Aston Martin, Neiman Marcus, XOJet and RYPL

September 28, 2017



Neiman Marcus look book photo featuring Dior. Image courtesy of Neiman Marcus

By STAFF REPORTS

Luxury Daily's live news from Sept. 28:

[Westfield Century City marks renovation with art, new arrivals](#)

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Nordstrom and John Hardy are among the new tenants opening their doors at Westfield Century City in Los Angeles following the shopping center's extensive remodel.

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[Este Lauder embraces digital-first mentality across organization](#)

Beauty group Este Lauder Cos. is responding to consumers' changing buying habits as a result of social media, bolstering its brands' social media presences and increasing its affiliations with influencers.

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[Valentino pops up at Paris hotel to fete fashion week](#)

Italian fashion label Valentino's creative director Pierpaolo Piccioli is celebrating his Parisian "home away from home" by staging a temporary boutique within the hotel.

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[Neiman Marcus pairs designs with dogs in look book](#)

Department store chain Neiman Marcus's fall shoe and handbag campaign costars the latest fashions and a group of furry friends.

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[Aston Martin dives into the deep with Triton](#)

British automaker Aston Martin is taking its lifestyle strategy underwater through a collaboration with Triton Submarines.

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[New ad platform aims to turn customers into "everyday influencers"](#)

A new ad platform aims to make use of "everyday influencers" to increase word-of-mouth branding and help retailers attract new customers through organic social advertising.

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[XOJet flies into spa, wellness sector to appeal to consumers](#)

Private aviation charter XOJet is partnering with a known wellness authority as consumer interest continues to gravitate toward health and mindfulness practices.

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