

NEWS BRIEFS

Valentino, Westfield, Este Lauder, Aston Martin, Neiman Marcus, XOJet and RYPL – Live news

September 29, 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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