

NEWS BRIEFS

## Day's wrap: Mercedes, Cartier, Bentley, Moncler and Mot & Chandon

October 23, 2017



*Moncler x Poldo Dog Couture's Mondog collection. Image credit: Moncler*

---

By STAFF REPORTS

Luxury Daily's live news from Oct. 23:

### [Mercedes debuts branded comics for upcoming Justice League promotion](#)

German automaker Mercedes-Benz is integrating a few of its newer models into an expansive native marketing campaign centered on Warner Bros.' upcoming blockbuster, "Justice League."

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

[Click here to read the entire article](#)

### [Cartier suspends cloud of fragrance outside Paris museums](#)

French jeweler Cartier has dreamt up an olfactory journey to promote the maison's fragrance offerings.

[Click here to read the entire article](#)

### [Bentley names new CEO amid leadership change](#)

British automaker Bentley Motors has appointed Adrian Hallmark, formerly of Jaguar Land Rover, as chairman and chief executive officer.

[Click here to read the entire article](#)

### [Moncler scales down puffers, knitwear for furry friends](#)

French-Italian apparel brand Moncler is making sure even man's best friend is dressed appropriately for the winter months.

[Click here to read the entire article](#)

### [Mot & Chandon, Public School channel strength and anonymity for bottle collaboration](#)

LVMH-owned Champagne house Mot & Chandon is helping fashion label Public School celebrate its tenth anniversary with three limited-edition bottle collaborations.

[Click here to read the entire article](#)

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.