

NEWS BRIEFS

Mercedes, Cartier, Bentley, Moncler and Mot & Chandon – Live news

October 24, 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."

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

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

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[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.

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[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.

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[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.

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