

NEWS BRIEFS

## Day's wrap: Furla, Inter Parfums, Aston Martin, Phillips, XOJet and Tod's

March 14, 2018



*Tod's recruited Liu Shishi to explore Rome in Italian holidays. Image credit: Tod's*

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By STAFF REPORTS

Luxury Daily's live news from March 14:

[XOJet promotions aim to further customer-centric approach](#)

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Private aviation charter XOJet is looking to build on its recent growth with two new appointments.

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[Phillips to auction "unicorn" Rolex for charity](#)

Auction house Phillips, in association with Bacs & Russo, is putting a rare Rolex timepiece up for sale for a cause.

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[Aston Martin strategizes for growth with communications appointments](#)

British automaker Aston Martin is restructuring its communications team as it looks to build both its flagship brand and Lagonda marque.

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[Furla joins fur-free fashion movement](#)

Italian handbag label Furla will be stopping the use of animal fur in its collections.

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[Inter Parfums' Jimmy Choo fragrance sales top \\$100M in 2017](#)

Fragrance group Inter Parfums Inc. is putting the focus on its prestige labels, with plans to cease production of some of its more mass-market lines.

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## Tod's continues cross-cultural appeal in Italian travel diary

Tod's is continuing its trend of bringing influencers from China to star in European-themed advertising campaigns with the unveiling of Italian Holidays starring Liu Shishi.

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