

NEWS BRIEFS

## Land Rover, Este Lauder, Rolls-Royce, Longchamp, Douglas Elliman and Delta – Live news

May 3, 2018



*World Land Rover Day looks at its historic past. Image credit: Land Rover.*

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By STAFF REPORTS

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### [Land Rover produces milestone celebration, leveraging digital as a content tool](#)

British automaker Land Rover is gathering its fans around screens in a special effort that follows the evolution of not only its brand but also the content shift from television to the Internet.

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### [Este Lauder sees growth in sales and earnings in Q3](#)

Personal care group Este Lauder Companies had a profitable third quarter of fiscal 2018 thanks to significant skincare sales and a weakened U.S. dollar.

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### [Rolls-Royce merges art and craftsmanship](#)

British automaker Rolls-Royce is bringing its quality craftsmanship to the art industry with a special exhibit.

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### [Longchamp targets millennials with Kendall Jenner](#)

French fashion label Longchamp has tapped a new ambassador to gain attention in the United States with younger consumers.

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#### [Douglas Elliman hires CMO with editorial background](#)

Real estate broker Douglas Elliman is looking to gain better traction with its marketing through a new hire.

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#### [Delta adds sophistication to empty leg flight finder technology](#)

Delta Private Jets is looking to make its empty leg flights more lucrative by offering customers an incentive to book.

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