

NEWS BRIEFS

## Day's wrap: Aston Martin, Vogue, JetSmarter, Tamara Mellon, Moncler and Porsche

August 22, 2018



*Aston Martin featured in the iconic James Bond film, Goldfinger. Image credit: EON Productions*

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By STAFF REPORTS

Luxury Daily's live news from Aug. 22:

[Aston Martin allows drivers to play James Bond themselves](#)

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British automaker Aston Martin is capitalizing on nostalgia and Hollywood popularity by putting a legendary car back into production.

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[Vogue demotes many executives to contributors](#)

Cond Nast's Vogue has moved a powerful executive who has been with the magazine for three decades down to a "contributor" title.

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[JetSmarter works with CarHopper to offer luxury on the ground](#)

Private aviation company JetSmarter is helping its passengers seamlessly receive high-end ground transportation through a partnership with CarHopper.

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[Tamara Mellon takes innovation to bricks-and-mortar](#)

Direct-to-consumer fashion label Tamara Mellon is taking a big step forward with its first bricks-and-mortar location after its Series B funding.

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### [Moncler Genius concept unveils a physical installation](#)

Retailer Ssense is hosting an installation to celebrate fashion label Moncler's latest Genius push.

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### [Porsche makes dreams reality in sentimental campaign](#)

German automaker Porsche is leaning into sentimentality and nostalgia in a campaign that shares the passion for its brand across generations.

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