

NEWS BRIEFS

Day's wrap: Omega, Burberry, Snapchat, XOJet and Lexus

September 6, 2018



Omega releases celebration edition. Image credit: Omega

By STAFF REPORTS

Luxury Daily's live news from Sept. 6:

[Omega, Hodinkee celebrate decades of watch retail](#)

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Swiss watchmaker Omega is celebrating its 10-year relationship with online watch hub Hodinkee with a special edition.

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[Burberry halts destroying unsold goods for sustainability push](#)

British fashion label Burberry has announced it will stop the practice of destroying unsold goods as part of its five-year responsibility plan.

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[Snapchat Spectacles reborn with new fashionable designs](#)

Mobile application Snapchat has unveiled a new fashionable version of a tool that adds function to style.

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[XOJet provides high-end way of touring colleges](#)

Private aviation firm XOJet is working with hospitality group Mandarin Oriental to bring luxury to college touring.

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[Lexus showcases automotive mastery in campaign](#)

Toyota Corp.'s Lexus is riffing off its reputation for craftsmanship in a new campaign showcasing its ES.

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[JetSmart revamps for seamless use](#)

Private jet booking service JetSmarter is expanding its booking capabilities online with a new design for easier use.

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