

NEWS BRIEFS

Valentino, M Missoni, Le Mridien, Johnnie Walker, GQ and Aston Martin – Live news

October 4, 2018



MMissoni's fall/winter 2018 collection. Image credit: MMissoni

By STAFF REPORTS

Luxury Daily's live news from Oct. 3:

[Aston Martin highlights Bond affiliations in London event](#)

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British automaker Aston Martin is showcasing its role in a number of James Bond films through a celebration in central London.

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[Margherita Missoni named creative director of M Missoni](#)

Italian fashion house Missoni is keeping it in the family by tapping Margherita Maccapani Missoni to head its diffusion line.

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[Le Mridien debuts South of France-inspired signature scent](#)

Marriott's Le Mridien Hotels & Resorts is capturing the essence of summer in a scent to extend the seasonal feeling year-round at its properties and consumers' homes.

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[GQ Middle East aims to satisfy region's "appetite for luxury"](#)

Cond Nast's GQ brand is bringing its take on fashion to the Arabian Gulf with the premiere issue of its Middle East edition.

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[Valentino links with Polimoda for leather goods curriculum](#)

Florence-based design school Polimoda is debuting a new Master in Bag Design degree program in partnership with Italian fashion label Valentino.

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[Johnnie Walker taps into fan frenzy with special-edition series](#)

Scottish whisky distiller Johnnie Walker is helping winter come early with a special series of scotch flavors that leverages the conclusion of a popular television series.

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