

NEWS BRIEFS

Day's wrap: Dior, Aston Martin, Moncler, JetSmarter and Lexus

October 25, 2018



Dior's Saddle Bag has become a hot item. Image credit: Dior

By STAFF REPORTS

Luxury Daily's live news from Oct. 25:

[Dior's Saddle Bag tops list of hottest products for Q3](#)

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Following an influencer push in July, French fashion house Dior saw a 957 percent spike in product searches for its Saddle Bag, according to a new report from Lyst.

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[Moncler teams with UNICEF for expanded children's causes](#)

Outerwear label Moncler is linking with children's charity UNICEF to help young residents in cold climates keep warm.

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[JetSmarter brings crowdfunding to private planes](#)

Private jet booking service JetSmarter is continuing to make private jet travel more accessible with the launch of a crowdfunded charter option.

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[Aston Martin furthers focus on China with Shanghai design studio](#)

British automaker Aston Martin is opening its first design studio outside of the United Kingdom in Shanghai as part of its efforts to invest in the Chinese market.

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[Lexus goes on tour to make musical modifications](#)

Toyota Corp.'s Lexus is going cross country and partnering with customization shops to give its RC F Sport artistic

updates.

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