

NEWS BRIEFS

Day's wrap: Burberry, Four Seasons, Chanel, British Fashion Council, Aston Martin and Hero

November 1, 2018



Pharrell Williams at Chanel's Bangkok show. Image credit: Chanel

By STAFF REPORTS

Luxury Daily's live news from Nov. 1:

[Pharrell Williams turns designer for Chanel](#)

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French fashion house Chanel is furthering its collaboration with musician Pharrell Williams through a capsule collection.

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[Aston Martin commemorates racing victory via vintage-inspired vehicle](#)

British automaker Aston Martin is turning a key moment in its racing history into a limited-edition model.

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[Burberry casts actors, musicians and models in festive campaign](#)

Ahead of its official holiday campaign debut, British fashion house Burberry has revealed the names who will be starring in the effort.

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[British Fashion Council opens pop-up at Bicester Village](#)

Ahead of the holidays, the British Fashion Council is shining a spotlight on local designers with a pop-up at shopping center Bicester Village.

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[Hero taps former Google, John Hardy execs](#)

Retail startup Hero is expanding its leadership by naming Benjamin Baum chief operating officer and Marc Hruschka president of luxury strategy and partnerships.

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[Four Seasons to enlist envoys for branded content creation](#)

Hospitality group Four Seasons Hotels and Resorts is putting a spotlight on original storytelling with a new influencer program.

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