

NEWS BRIEFS

Day's wrap: Balmain, Ralph Lauren, Aston Martin, Boucheron, Sotheby's and Barneys

December 4, 2018



Aston Martin teams up with Waldorf Astoria. Image credit: Aston Martin

By STAFF REPORTS

Luxury Daily's live news from Dec. 4:

[Balmain unveils new logo, monogram](#)

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French fashion house Balmain is the latest label to announce a logo refresh, as fashion brands continue to evolve with modern trends.

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[Sotheby's targets Amazon employees for HQ2](#)

Realogics Sotheby's International Realty is working on a new online project to help serve Amazon employees who are relocating to its upcoming two new headquarters.

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[Boucheron unveils its flagship restoration](#)

French jeweler Boucheron has announced plans to reopen its renovated flagship in Paris.

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[Aston Martin, Waldorf team up for heightened hospitality](#)

British automaker Aston Martin's bespoke division has teamed up with Waldorf Astoria Hotels and Resorts for a four-year partnership.

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[Ralph Lauren upcoming honor pushed back due to protests](#)

U.S. fashion label Ralph Lauren is seeing the pitfalls of a tumultuous political climate in France, as a ceremony for its founder is being pushed back.

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[Barneys brings Los Angeles tea shop to East Coast](#)

Department store chain Barneys New York is creating an edible experience for shoppers at its Madison Avenue flagship store through a partnership with Alfred Tea.

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