

NEWS BRIEFS

## Day's wrap: Aston Martin, Moncler, Mercedes, Rolls-Royce, McLaren, Virtuoso and Air Mail

February 4, 2019



*Aston Martin Art of Living - Le Mans Chateau experience. Image credit: Aston Martin*

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By STAFF REPORTS

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Aston Martin creates luxury experiences for fans

British automaker Aston Martin is launching a series of experiences to cater to its affluent audiences with exclusive access.

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Moncler moves into Australia with 2 new markets

French-Italian outerwear label Moncler is investing further into Australia with a new market opening.

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Mercedes, Tiffany, Lexus take to social for Super Bowl commentary

Automaker Mercedes-Benz used social media to extend the visibility of its Super Bowl sponsorship, joining many other luxury brands in the conversation around the game.

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Rolls-Royce, McLaren create limited-editions for Year of the Pig

British automaker Rolls-Royce is honoring the Lunar New Year with limited-edition models.

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Virtuoso launches digital tool to better connect clients, advisors

High-end hospitality network Virtuoso is empowering its advisors with a new planning platform devoted to clients' long-term travel goals.

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## Graydon Carter reveals his “third act”

Graydon Carter, the former editor of Vanity Fair, is hoping to attract well-traveled affluents in a new media endeavor.

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