

NEWS BRIEFS

Christian Louboutin, Aston Martin, Marie Claire, Land Rover and fashion sales – Live news

December 10, 2019



Aston Martin Lagonda design elements will be present in Airbus helicopters. Image credit: Aston Martin Lagonda

By STAFF REPORTS

Luxury Daily's live news from Dec. 9:

[Aston Martin Lagonda takes to the air with Airbus chopper design partnership](#)

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Aston Martin Lagonda will soon incorporate its design aesthetic in Airbus helicopters.

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[Smartphones drive half of online fashion sales and 67pc of traffic this holiday season: study](#)

Seasonal fashion shoppers on smartphones, however, are harder to convince than those on desktop, spending less per order, seemingly more impatient and less likely to make a purchase.

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[Hearst Magazines names Aya Kanai next editor in chief of Marie Claire](#)

Women's fashion magazine Marie Claire will soon be under new leadership, as editor in chief Anne Fulenwider steps down at the end of the year.

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[Christian Louboutin enters China's cosmetics market via Tmall](#)

Christian Louboutin Beauty has entered the Chinese market with a flagship store on Tmall as it targets a fast-growing market for cosmetics and beauty products.

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[Land Rover breaks winter ad campaign targeting US skiers and snowboarders](#)

Targeting rugged outdoor-types, Land Rover North America has launched its new brand and product advertising campaign targeting skiers and snowboarders as part of its sponsorship deal with U.S. Ski & Snowboard.

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