

NEWS BRIEFS

## Day's wrap: Roger Vivier, Aston Martin and Moda Operandi

January 31, 2020



Hollywood actors Christina Ricci and Dianna Agron ham it up for Roger Vivier in this film for the footwear maker's spring summer 2020 collection. Image credit: Roger Vivier

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By STAFF REPORTS

Luxury Daily's live news:

[Roger Vivier enlists Hollywood stars Christina Ricci, Dianna Agron for playful Belle Vivier film](#)

Lasting one minute and 58 seconds, the film blends humor, product and personality with magic and mystery in trademark Roger Vivier execution of its marketing efforts.

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The funding came from existing investors New Enterprise Associates and Apax Digital Fund, along with extra investment by the Santo Domingo family, Comerica Bank, TriplePoint Capital and others.

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