

NEWS BRIEFS

Roger Vivier, Aston Martin and Moda Operandi

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The Aston Martin DBX is the automaker's first SUV in its 106-year history and could give it some oomph in sales. Image credit: Aston Martin Lagonda

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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[Aston Martin saved by \\$660M bailout from consortium comprising F1 billionaire Lawrence Stroll, Silas Chou and John Idol](#)

Weak sales last year brought James Bond's carmaker of choice to the brink.

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[Moda Operandi gets \\$100M for growing market share, tech backbone](#)

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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