

## NEWS BRIEFS

# Day's wrap: Instagram Reels, Aston Martin, luxury in SE Asia and condo yachts

August 6, 2020



Facebook has launched Instagram Reels in the U.S. Image credit: Instagram

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 6:

### Facebook's Instagram introduces TikTok competitor Reels

Social media giant Facebook Inc. has launched its TikTok competitor, Instagram Reels, at a time when both platforms are facing increased scrutiny from the United States government.

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### Aston Martin partners with Bowmore for limited-edition whisky

British automaker Aston Martin and Bowmore Islay Single Malt Scotch Whisky are unveiling a unique collaboration.

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### French luxury brands draw growing online interest in SE Asia: study

While luxury groups have seen their revenues fall drastically as a result of the coronavirus pandemic, a new study hints at a recovery in Southeast Asia.

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### New "condo yacht" makes mega-yacht lifestyle more accessible

Fractional ownership is coming to the world of mega-yachts, with a Miami-based company opening up reservations for condo suites aboard a 5-star luxury vessel.

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### Digital innovations should be core to holiday marketing plans

Despite the major hit from the pandemic, this year's holiday shopping season will not be that different from years past digital will play a central role and bricks-and-mortar retail will likely be stagnant.

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