

NEWS BRIEFS

Day's wrap: Aston Martin, Ralph Lauren, Tod's, Waldorf Astoria, Wheels Up and brand protection webinar

March 23, 2021



The partnership extension coincides with Aston Martin's return to Grand Prix racing. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 23:

[Aston Martin extends menswear partnership with Hackett London](#)

British automaker Aston Martin has renewed a longtime partnership with menswear brand Hackett London as part of the marque's return to Grand Prix racing.

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[Ralph Lauren introduces sustainable cotton dyeing system](#)

U.S. fashion group Ralph Lauren Corporation has developed a new platform that aims to make the cotton dyeing process more sustainable and efficient by reusing water and reducing chemical use.

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[Tod's examines Silicon Valley lifestyles in photography book](#)

Italian fashion label Tod's is exploring the culture of Silicon Valley through a new book as part of its ongoing "No_Code" project.

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[Wheels Up partners with Waldorf Astoria for added travel benefits](#)

Private aviation firm Wheels Up is partnering with Hilton's Waldorf Astoria Hotels & Resorts to offer its clients exclusive benefits at select properties.

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[Webinar: Protecting brands from fast-growing counterfeiting, return fraud](#)

Register for the free webinar on April 7 at 11 a.m. to noon EST (New York time) titled, "Protecting brands from fast-

growing counterfeiting, return fraud"

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[More European lockdowns may hamper luxury recovery](#)

With another wave of COVID-19 infections hitting Europe as several countries struggle with vaccination rollouts, a new round of restrictions may cast doubts over the speed and health of the region's economic recovery.

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