

NEWS BRIEFS

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

March 24, 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"

[Please click here to register](#)

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