

NEWS BRIEFS

Milly, Halston, Lexus and luxury automakers – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Milly's new logo reflects brand's modern identity](#)

Beginning with the pre-fall collection that hits stores at the end of June, Milly has designed a new logo that will appear on hangtags, hangers, shopping bags, store awnings and shop-in-shops reflecting the line's more modern and contemporary point of view, WWD reports.

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[Halston to open debut stores](#)

Halston Heritage will open its first standalone stores in March in three different locations across the United States - New York, Los Angeles and Troy, Michigan - selling ready-to-wear and accessories, according to British Vogue.

[Click here to read the entire story on British Vogue](#)

[Toyota recalls 1.29M vehicles for air bags, wipers](#)

Toyota is recalling more than 1 million cars around the world for faulty air bags and defective windshield wipers including 385,000 Lexus IS luxury cars with wipers that can

get stuck if there is heavy snowfall, per Bloomberg Businessweek.

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[The most affordable luxury cars](#)

Want a plush car you can drive knowing it's also a great value? Buy an Audi or a Porsche, Forbes reports.

[Click here to read the entire story on Forbes](#)

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