

NEWS BRIEFS

Prada, New York Times, Tesla and April Fools' Day – Live news

April 2, 2015



Karl Lagerfeld's Poisson d'Avril

By STAFF REPORTS

Luxury Daily's live news from April 1:

[Prada draws “visual road trip” for Candy Kiss fragrance](#)



Italian fashion house Prada is promoting its Candy Kiss fragrance collection with an animated video exclusively on French Vogue.

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[New York Times crafts one-sentence ledes for Apple Watch app](#)

The New York Times is among the growing list of high-end brands to create applications for the Apple Watch.

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[Tesla scoops up climate awareness with Ben & Jerry's](#)

U.S. electric automaker Tesla Motors is supporting ice cream maker Ben & Jerry's climate change tour in a branded vehicle.

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[Luxury brands fool around on April Fools' Day](#)

Today, for April Fools' Day, luxury brands joined in on the fun of comical pranks and sarcasm associated with the first day of April.

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[Average sale shares increase 8.7pc in New York real estate market](#)

The median price of a three-bedroom apartment in New York has exceeded \$3 million, according to real estate firm Town Residential.

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