

NEWS BRIEFS

Yoox Net-A-Porter, Parmigiani, Herms and Bentley – Live news

October 6, 2015



Promotional image for Herms Apple Watch

By STAFF REPORTS

Luxury Daily's live news from Oct. 5:

[Bentley brings luxurious lifestyle to the great outdoors with handcrafted hamper](#)

British automaker Bentley is prompting consumer outdoor exploration in its new Bentayga SUV with a collaboration on a custom picnic hamper.

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[Parmigiani appeals to Middle Eastern clients with first ambassador in the region](#)

Swiss watchmaker Parmigiani Fleurier has named its first Middle Eastern brand ambassador, chef Izu Ani of Dubai's La Serre.

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[Herms heralds "elegantly innovative" branded Apple Watch debut](#)

French leather goods maker Herms is touting the combination of craftsmanship and technology evident in its Apple Watch as the timepiece arrives in-store Oct. 5.

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[Yoox Net-A-Porter Group grabs attention at stock exchange debut](#)

The merger between Net-A-Porter and Yoox is complete, with the combined entity listed Oct. 5 on the Italian Stock Exchange.

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