

NEWS BRIEFS

New York, Lladro, see-now, buy-now and BMW – News briefs

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New York's The High Line

By STAFF REPORTS

Today in luxury marketing:

[Luxury project along the High Line reaches for new heights](#)

A large West Chelsea project is adding another dash of posh along the High Line and providing the latest evidence of the elevated park's allure for developers, reports The Wall Street Journal.

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[Spanish luxury porcelain designer Lladro said to eye stake sale](#)

Lladro, the Spanish porcelain maker whose handmade figurines can cost thousands of dollars, is exploring strategic options including a sale of a stake in the business to boost growth amid increasing competition, according to people familiar with the matter, says Bloomberg.

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[How see-now, buy-now is rewiring creativity](#)

Fourteen campaign images. Six videos. A string of celebrity portraits. All in one day, per Business of Fashion.

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[Toyota, BMW, Allianz ink data-sharing deal with autonomous startup Nauto](#)

Global automakers Toyota, BMW and insurer Allianz will license technology from Silicon Valley start-up Nauto, which uses cameras and artificial intelligence systems in cars to understand driver behavior, Nauto said on Oct. 7, according to Reuters.

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