

NEWS BRIEFS

## Burberry, La Prairie, Nordstrom and Simon Malls – Live news

November 2, 2016



*Still from "The Tale of Thomas Burberry"; image courtesy of Burberry*

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By STAFF REPORTS

Luxury Daily's live news updates from Nov. 2:

[Nordstrom gets in festive spirit with customer appreciation campaign](#)

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Department store chain Nordstrom is showcasing the relationship it shares with its customers in a thankful holiday effort.

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[Simon preps for holiday rush with interactive directories](#)

Mall owner and manager Simon is gearing up for the busiest shopping season by rolling out new digital directories to nine of its upscale shopping centers.

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[Magellan Jets provides added value to fliers through lifestyle partnership](#)

Private aviation firm Magellan Jets is spurring sign ups from new members through a custom gift with purchase.

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[Burberry weaves cinematic heritage tale to kick off holiday season](#)

British fashion house Burberry is getting consumers in the holiday spirit by telling a dramatized story of its founder and the key moments in time that shaped its brand.

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[La Prairie to open branded spa in Waldorf Astoria Beverly Hills](#)

Waldorf Astoria Beverly Hills, CA, set to open next spring, has unveiled plans for a spa developed in partnership with Swiss skincare marketer La Prairie.

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