

NEWS BRIEFS

Burberry, April Fools', Balmain, ShowBoats International and Audi – Live news

April 4, 2017



BMW's imagined dDrive technology

By STAFF REPORTS

Luxury Daily's live news from April 3:

[Audi to acquire Silvercar as on-demand mobility heats up](#)

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German automaker Audi is upping its investment in car rental service Silvercar as it looks to further innovate mobility for changing consumer needs.

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[Vacheron Constantin hires Americas head from Van Cleef & Arpels](#)

Richemont-owned Vacheron Constantin has appointed Leslie Kobrin to lead its operations in North America, Latin America and the Caribbean.

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[Balmain appoints Massimo Piombini as CEO](#)

French fashion house Balmain has named Massimo Piombini its new CEO as the company looks toward further global growth.

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[Luxury gets in on the joke with April's Fools pranks](#)

In honor of April Fools' Day, luxury brands are rolling out faux products and services to get a laugh.

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[Burberry retools beauty business with Coty licensing deal](#)

British fashion label Burberry is changing up its beauty strategy as it signs a license with Coty International for cosmetics, skincare and fragrances.

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[ShowBoats International takes a stronger stance on luxury as a whole](#)

Super yacht publication ShowBoats International is undergoing a major rebranding that will bring an added focus to the luxury lifestyle of consumers who are often drawn to the yachting world.

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